

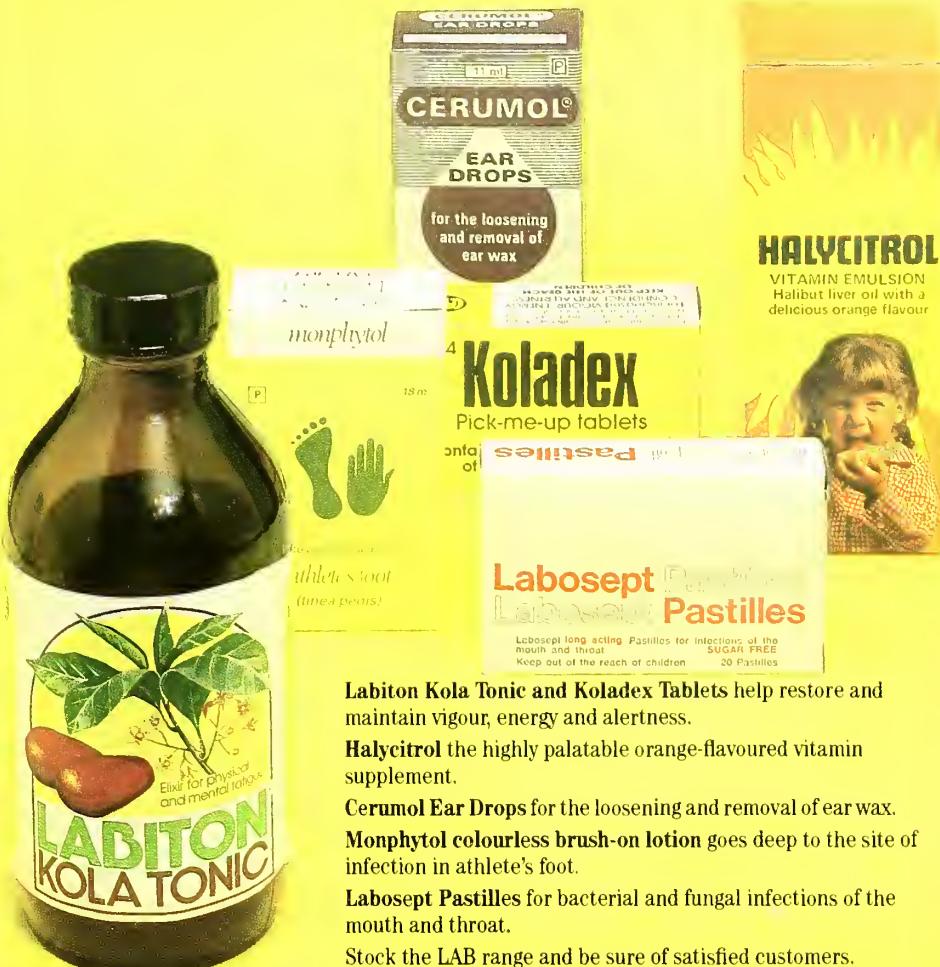
CHEMIST & DRUGGIST

the newsweekly for pharmacy

May 7, 1988

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The products of LAB continue to make headlines for their efficacy, quality and competitive pricing.



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API probes
member over
recalled PI

Pharmacy Week
off: It's official

Enfield man wins
High Court appeal

Macarthy move
on merger after
25pc response



Hairstyle: the
way ahead

HERE'S A STACK OF RECKITT & COLMAN WINNERS...



B. C. Fox, Belfast

J. P. Potter, Edzell

W. K. Core, Burscough Bridge

N. Thakkar, Cheetham Hill

S. M. Hamilton, Sheffield

C. Jones Ltd., Neath

A. L. Smith, Denmead

M. Jermy, Norfolk

D. R. Harrison, West Bromwich

A. Farrelly, Carshalton

G. W. Williams, Luton

Curie Chemists, London

Kotchem Pharmacy, Stanmore

J. Benton, Lincoln

*... 14 are recent winners in the Disprol Free Draw.
The other two are
the latest winners from Reckitt & Colman.*

CHEMIST & DRUGGIST

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COMMENT

The mass of information in the national and pharmaceutical Press and the deluge of pink forms, letters, and circulars landing on the pharmacy doormat following Unichem's 1990 flotation proposal and its attendant share scheme, continues unabated. The battle for the hearts, minds, and purses of pharmacists now being waged by the big three wholesalers is being played with a vigour that befits the high stakes at risk, though the tactics employed do not always grace pharmacy. We hope that pharmacists will not be put off and will exercise their vote at the Unichem AGM.

Turnover figures show some pharmacists are already placing more business through Unichem in an effort to secure more shares if flotation takes place. That is not necessarily a vote for the transition and could be a defensive tactic. First independent pharmacist John Newbould apparently secured enough Unichem member votes to force an extraordinary meeting to determine support for flotation, its timing, and share rights (C&D April 23, p805). This week Macarthy have at last decided to show off all 1,050 of their pink slips. At present they are not exercising their EGM option, merely demanding the renewed

presence of Unichem at the negotiating table — a request acceded to by financial director Geoff Harris (see p896). Meanwhile Unichem will seek support for the share scheme, but not flotation, at their May 18 annual meeting.

Macarthy will have to move quickly if they hope to gain Unichem board backing in time for the AGM, particularly as their share price has fallen. All Unichem actions suggest the price will have to be better than "right" if the board is to recommend early flotation with share value deprived of the three-year turnover boost. We maintain that members should make the choice now; that the decision is one of principle rather than cash alone; that the choice is between choice and monopoly wholesaling, and that their choice is between the co-operative philosophy and that of the public company.

AAH executive director Bill Revell laments the time taken by the Department of Trade to make its judgment on Unichem promotional announcements. Now that the Office of Fair Trading is to investigate the competition aspect of the Unichem scheme it must do so quickly so that members can make a judgment unhindered by the undercurrent of legal niceties.

Cook books!

Some 88 per cent of 500 alleged Ativan "addicts" receive repeat prescriptions without a consultation with their doctor, according to a survey conducted for "The Cook Report" on ITV this week.

The programme's investigator, Roger Cook, accused the manufacturers, Wyeth, of putting "profits before patients" in continuing to promote the drug in view of evidence that withdrawal can be difficult after as little as four weeks treatment. He was shown in a physical and abusive confrontation with Wyeth's USA chairman on the golf course, but failed to get a response from the company.

Lawyers preparing cases for Ativan patients said they were currently trying to establish when the manufacturers knew of the side-effects — and when they should have known. It was suggested that up to 1,000 doctors may be sued for the way they have prescribed the drug.

API blushes over Greek PI recall

The Association of Pharmaceutical Importers says it is investigating member company Pharmaceutical International Ltd, who imported the unlicensed Greek-origin Diabinese tablets which were the subject of a DHSS Drug Alert last week.

The Department's Defect Medicine Report Centre says that a sample of the Diabinese 250mg tablets, batch number 71617001/2, expiry February 1990, distributed between April and July last year has "seriously failed the BP dissolution test". It is possible that other batches may be suspect; the DMRC says this may be clinically significant.

Pharmacists are advised to quarantine any stocks of these tablets imported from Greece and are asked to inform the DMRC. "Diabinese of Greek origin is not the subject of a Product Licence (Parallel Import) and is therefore an unlicensed product," the Drug Alert bulletin warns.

In a statement to *C&D* this Tuesday, API chairman Brian Lewis said: "API have been notified of the incident and are calling an urgent meeting of the disciplinary committee with a view to a full investigation which could lead to expulsion of Pharmaceuticals International under our constitution.

"There are a number of other areas currently under investigation by API regarding the activities of Pharmaceuticals International and this could also involve disciplinary action."

The DHSS was unable to confirm as *C&D* went to press whether they would be taking any official action against them.

□ NPA director Tim Astill has added his written protest to the Health Minister about "the across the board" imposition of parallel import discounts. He will "undoubtedly exert a persuasive influence on caring pharmacists to act contrary to their professional consciences".

Value for money to be an issue in drug launches

New medicines will in future have to show their economic benefits to the health service, as well as their effectiveness and safety, according to the latest Office of Health Economics.

The report sets out three approaches to measure benefits — the newest being the impact of medicines on the quality of life, a measure which they say should become as common as today's use of controlled clinical trials. The other two measurements should take on the effect of health itself — reduced mortality and clinical improvement, and secondly the potential saving of resources — either for health services or the economy as a whole, by say the

reduction of sickness absence.

The report cites examples such as the use of oral gold in the treatment of rheumatoid arthritis — the improvement in quality of life is equivalent to a shift from life confinement to a wheel chair to walking unaided; treatment for essential hypertension gives good value for money when taking into account the costs and health consequence of strokes and heart attacks, and the use of an antibiotic to prevent post-operative infection can provide savings as great as 60 times the cost of the antibiotic.

The report does raise some of the problems in interpreting the results of similar economic

studies, for example it depends on whether one is looking at the costs and benefits from the patient's point of view or the health services; on methods used to gauge the quality of life.

But it notes that pharmaceutical companies already use economic evidence in their marketing claim for new evidence and suggests those responsible for approving the price of a medicine may in the future expect evidence of the economic benefits of the new therapy, as well as the usual information about its safety and effectiveness. *Economic evaluation in the development from OHE, 12 Whitehall, London SW1 2DY, cost £5.*

Smart cards on trial

Following a Welsh study of the use of smart cards to carry details of patients' medical history and treatment, the Department of Health is sponsoring a larger trial, using a card supplied by Honeywell Bull, and due to begin in Devon in October.

The new two-year trial is to involve the entire patient list of one GP practice, patients over 65 years old and those under 5 years old from a second practice and all diabetics in the Exmouth area. The project is a joint venture between the DHSS, Honeywell Bull, Abies Infomatics, who are providing software, and the department of general practice at the postgraduate centre in Exeter.

The aim of the trial is to evaluate Honeywell Bull's CP8 "Care Card" — a plastic card about the same size as a credit card with a microcomputer chip embedded in it. Around 8,500 of the cards are expected to be issued to patients, with card read/write equipment to be installed in two general practices, two hospitals, a community health centre, a dental practice and a number of pharmacies.

The Care Card has a 16,000 Bit memory and can be programmed so that the information on it can be accessed with a code number only by authorised persons.

'Pharmacy week' abandoned for PR programme

The nationwide "Pharmacy Week", postponed once already, has finally been abandoned in favour of a series of public relations exercises over the Autumn.

A spokesman for the steering group, made up of representatives from the Pharmaceutical Society, the National Pharmaceutical Association and the Pharmaceutical Services Negotiating Committee, said that the task of representing every aspect of pharmacy within the context of a Pharmacy Week proved to be unworkable. "However, we have agreed, after detailed discussions, that these projects we are planning should proceed for the benefit of the

profession as a whole, from students in schools of pharmacy, right through to hospital, industrial and community pharmacists."

Among the items the group is proposing to arrange are an exhibition in the Houses of Parliament to draw the attention of MPs and Peers to the work of pharmacists — their training, expertise and expanding role, and a reception for Government, Opposition, DHSS officials and "crucial decision makers", coupled with an exhibition, to be held at the Society's Lambeth headquarters.

The group also plans a special supplement in the journalist's newspaper, the *UK Press Gazette*, detailing the roles of the PSGB, NPA and PSNC.

Benzodiazepines leaflet

Pharmacists in Essex are doing their bit to help reduce the quantity of benzodiazepines their patients are taking.

From this week community pharmacists are handing out information leaflets to patients taking benzodiazepines. The leaflets have been put together by pharmacists and doctors at Severalls Hospital in Colchester and are being distributed to pharmacists, and doctors who want them, by the district pharmaceutical office.

A policy to limit benzodiazepine prescribing has been running at Severalls Hospital since last October. Principal pharmacist at the hospital, Andrew Barber, told *C&D* that preliminary results indicate that prescribing of temazepam and diazepam for outpatients has fallen significantly since the policy has been in force. However, inpatient prescribing of the drugs has fallen only slightly, Mr Barber said.

It will be more difficult to measure the effect of the information leaflets being handed out by community pharmacists but based on results from previous studies Mr Barber is confident that they will have a positive effect. The leaflets are in a similar format to the "Health care in the High Street" campaign leaflets.

They tell patients what drug they are taking, what it's for, how to take the medicine safely, side effects they may experience and the effects of dependence and withdrawal.

Enfield pharmacist wins striking off appeal

A pharmacist ordered to be struck off the Register for false accounting was given back his livelihood by two Appeal Court judges in London.

Lord Justice Watkins and Mr Justice Kennedy allowed an appeal by Mr Manherl Shah, of Hertford Road, Enfield, London, against the Pharmaceutical Society of Great Britain's decision in May 1987. The court heard that the Society's action followed Mr Shah's conviction at Wood Green Crown Court in June 1986 of three counts of false accounting and two of unlawful supply of unlabelled drugs.

Glaxo monograph breaches ABPI Code

A complaint by a staff pharmacist about a technical monograph issued by Glaxo Pharmaceuticals, has been ruled in breach of the code of practice of the Association of British Pharmaceutical Industry.

The complaint related to a comparison in the booklet between the pharmacokinetics of Zinnat, and amoxycillin and clavulanic acid combinations.

The Committee considered that the comparison was misleading because the booklet gave the impression that the data was derived from one study, whereas it was obtained by comparing in-house data with a separate study.

The Committee also ruled that Merck, Sharp & Dohme were in breach of the code after a GP claimed a competition was used by the company as subterfuge to gain interviews. The complaint followed visits from sales representatives promoting Moduretic, who gained entry to see the doctor by telling his receptionist that he had won a consolation prize in a competition.

The complainant said that he had since found out that his answers to the competition were wrong, yet he had won a pair of suture scissors.

The Committee considered that 5,000 consolation prizes was an extremely high figure and that the competition was being used as an artifice for the representatives

to seek and obtain interviews with the doctors.

A newspaper advertisement for the Beecham Group Ltd that mentioned Eminase and Relifex was found to be in breach of the Code because it provided information on medical products which should not have been made available to the public, as they are Prescription Only Medicines.

A member of the company made complaints against Enerix B promotional material by Smith, Kline & French Laboratories that were upheld. The Committee ruled that a claim in a video that plasma-derived vaccines were variable in effectiveness, was misleading. They also ruled that a claim on display material that Enerix B was "half the cost of plasma-derived vaccine" was inaccurate.

The old formulation Stemetil tablets that were exported then reintroduced into the UK (*C&D* last week p819) are white in colour. May & Baker's new formulation Stemetil tablets, which are the subject of the current UK Product Licence are off-white to cream in colour.

There is growing support in Government circles for the establishment of a new post for the **Director of Public Health** working under the aegis of the regional and district health authority.

character" and had only gained £10.20 from his misconduct, said Lord Justice Watkins. He had merely been recouping losses from transactions in which he supplied more expensive drugs but claimed for cheaper ones.

The judges agreed with Mr Shah's counsel that the punishment was too severe and that the Statutory Committee's assessment of his misconduct had been exaggerated. Lord Justice Watkins said if he had been trying the case in a criminal court he hoped, in the circumstances, he would not have deprived Mr Shah of his livelihood.

What you should know about Blogofen

Please read this carefully before you start to take your medicine. This leaflet does not contain the complete information about your medicine. If you have any questions or are not sure about anything ask your doctor or pharmacist.

The name of your medicine is Blogofen, generic name: Ibuprofen. This is one in a group of medicines called Anti Inflammatories. Analgesics. These can relieve pain such as headache, toothache, arthritis and period pain.

Things to remember about Blogofen

1 Make sure it is safe for you to take Blogofen
see the back of this leaflet

2 Take your medicine as directed by your doctor and look at the label on your medicine

3 Blogofen sometimes cause problems. You can find these listed on the back of this leaflet

4 Keep your medicine out of reach of children.

5 Remember to return any unused tablets to your pharmacist on flush them down the toilet

You will find more about Blogofen on the back of this leaflet Rec No

ABPI adopts dual advice

The Association of the British Pharmaceutical Industry has suggested two levels of information provision on patient information leaflets.

In its "Advice on drafting of

leaflets", published this week, the Association suggests that leaflets should be of a uniform level of detail and layout, preferably A5 size and using both sides. One side should contain important and immediately relevant information, with supplementary and more detailed information on the reverse.

The ABPI advises bold text to aid clarity, with the name of the product not unduly prominent or frequent; the leaflet "should not be promotional in nature or intent".

"Patient friendliness" is helped by subdividing into sections, and the ABPI recommends the use of short simple statements as suggested by the Plain English Campaign.

On the "simple side" the ABPI suggests a larger type face, possibly using diagrams, and referring the patient to the more detailed information on the back where appropriate. "What you should know about..." is a recommended heading. Patients with further questions are advised to ask their doctor or pharmacist.

The brand and generic names and the product group are recommended inclusions. A section headed "Things to

remember about..." should be followed by a maximum five simple statements, the ABPI says.

Suggested for inclusion in the fuller information on the reverse of the leaflet are: general purpose and mode of action, though it is suggested that where the indication is for cancer or AIDS a less specific wording may be appropriate; dosage instructions; advice to inform the doctor if pregnant; method and times of administration; duration of therapy; important contraindications and precautions and clinically dangerous interactions; a "succinct" summary of important and recognisable side effects and what to do if they occur; and methods of storage and disposal, always including the reminder: "Remember this medicine is for you. Only a doctor can prescribe it for you. Never give it to others. It may harm them even if their symptoms are the same as yours."

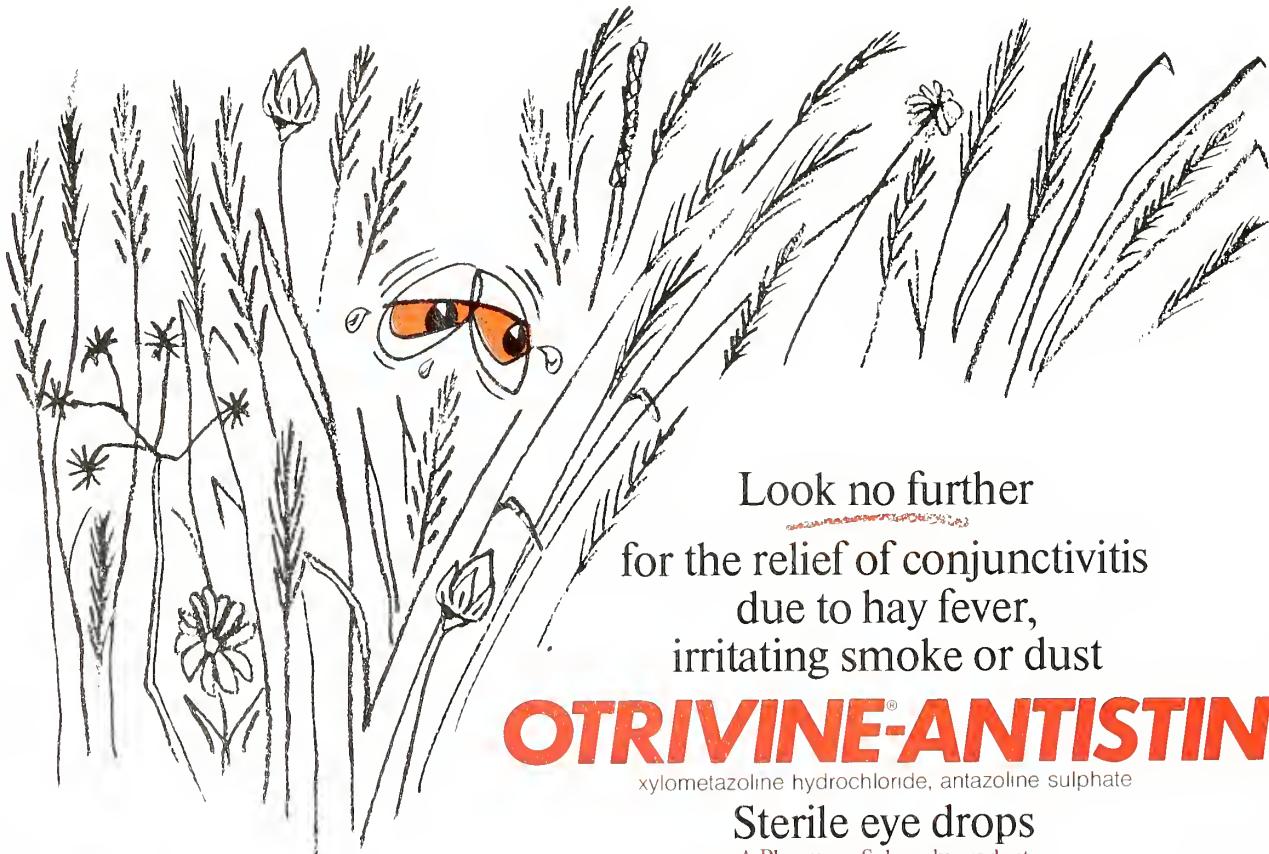
Avoiding cancer — EC code

"Europe against cancer" week was observed this week, throughout the European Community. Its aims were to provide information about cancer and to dispel public fears, says the Commission of European Communities.

Reducing the risks of cancer was a major aim of the week, and one and a half million copies of the "European code on avoiding cancer" were distributed through voluntary organisations.

The ten point code advises people to: stop smoking; drink alcohol in moderation; avoid becoming overweight; protect skin against sunlight; observe health and safety regulations at work; cut down on fatty foods; eat fresh fruit and vegetables; consult a doctor about unexplained health changes of more than two weeks duration, and for women, have regular cervical smear tests and examine their breasts monthly.

Next year will be European Cancer Information year, says the Commission.



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for the relief of conjunctivitis
due to hay fever,
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Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

Acid in baby drinks warning

The acid content of infant drinks can have an erosive action on teeth, which may be even more important than the cariogenic effect of sugar.

This view is expressed in a letter in *The Lancet* this week, in which Dr Grenby of Guy's Hospital Dental School and Mr John Wells of Cow & Gate report on tests to assess the effect of acid-containing infant and adult drinks on teeth.

Hydroxyapatite, the main mineral in dental enamel, was exposed to a range of drinks for thirty minutes and the amount of calcium and phosphorus that dissolved was measured. The hydroxyapatite and drinks were also incubated with cariogenic bacteria, for five hours.

The results show that acid in the drinks dissolve more enamel mineral than acids from bacterial fermentation.

Infant drinks dissolve less mineral than adult drinks, probably because they contain less acid rather than a lower sugar content, say the authors.

And they reinforce the need for warnings to parents about the unrestricted use of these drinks in comforters, feeders, and similar products.

Also in *The Lancet* last week, a review on infant feeding says the case for vitamin supplementation is "far from proven". Fluoride supplements should be the only ones necessary as infants at high risk of vitamin deficiency can be readily identified.

PL(PI)

The following product has received a Product Licence (Parallel Importing).

Whitworth Pharmaceuticals

PL/4423/0125 Beconase Beclomethasone Nasal dipropionate 12.5mg Spray

Price List Service

Kirby-Warrick Pharmaceuticals would like to point out that the deletion of Diprosone Duopack, shown in the April 9 *Supplement*, was an error on their part. This product is not discontinued and has been re-instated in the April 30 *Supplement*.

TOPICAL REFLECTIONS

by Xrayser

Private prices

John Savage of York made comment last week on my suggestion that we *might* be able to retain NHS scripts in our files as legitimate "orders to supply", where the cost to the patient is well below the £2.60 script tax. I was exploring the idea that we could endorse them "dispensed at cost" — a moment's thought says we should amend this to "Payment not claimed under NHS".

Yes, of course I meant my cost to include the normal charges we would make for our services. Our retaining the prescription would be necessary to conform with regulations governing the supply of script-only medicines. But would this be theft? My understanding of theft means to deprive the owners permanently of use or pleasure or possession of the article. What I envisaged was merely retaining it for the statutory period and then returning it to the DHSS. If the legality of this is in doubt, we must examine what we currently do with a script for 30 Piriton.

Four choices spring to mind: dispense as written, charging patient £2.60; tear up the script and sell from the counter; sell from the shop and give back the script; or cross out the item and endorse "Not required" or somesuch... In the first three cases the ownership of the document doesn't seem to worry anyone too much.

Personally, I should be surprised — and disappointed — if Society inspectors were to query the title of documents held to conform with regulations governing the supply of medicines for which payment is not claimed under the NHS.

No contract

Bolton Local Pharmaceutical Committee has a dilemma. Or thinks it has. The Bolton Family Practitioner Committee certainly has. But the regulations



the granting of a dispensing contract are perfectly clear. It may only be granted to a pharmacist or a body corporate.

Some years ago when I was more involved in pharmaceutical politics I was approached for advice by a lady who wanted to open a pharmacy. Her application had been turned down by the FPC because, as an unqualified individual, she was not in any of the categories to which a contract could be issued. I was glad. She was mercenary, seeing pharmacy only as a means of making big money. And the

proposed site was too near to one of my colleagues. Still, as I was "official", I looked up the regulations for her. She would not accept it. She actually took QC advice, so she said, before giving in "to the silly law".

Bad to worse

A good many of us (I estimate 60 per cent) have not used parallel imported drugs. Our reasons are both ethical and fiscal and in not wanting to further unbalance the already quivering NHS pricing structure, they have always seemed honourable. But the Government doesn't give a damn for our sensibilities. It wants us to shop around and buy wherever we can for the cheapest drugs. And they will mop up the fat. Well, I don't think it is as simple as that.

As I have said all along, if they want to take back the profits they can easily enough demand figures from the suppliers and could collect reparations on factual evidence. But to impose a 0.34 per cent fine on all contractors when it can be shown that at least 50 per cent of them have never profited from PIs, is grotesquely unjust. There was not even decent notice so that new buying patterns could be established. Surely our contracting body could take out an injunction against this tax which can be proved to be based on a false premise? Even under this dictatorship there has to be some regard left for justice.

UNICHEM'S BABY IS GOING BACK ON THE BOX!



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UniChem House, Cox Lane, Chessington, Surrey. Tel: 01-391 2323

**UniChem
Action for Pharmacy**

SCOTCHEM '88

Come to Glasgow next week

If you have an interest in retail pharmacy and are within striking distance of Glasgow, then you should be heading that way next Sunday.

Scotchem '88, the Scottish retail chemists exhibition, is being held at the Scottish Exhibition and Conference Centre on May 15.

A1 special offers

A1 Pharmaceuticals are looking to broaden distribution in Scotland and are offering discounts on a wide range of products.

The company will be taking advance orders for a new line they are taking on in July — Drug Tariff specification 1ml U100 syringes. They will be on bonus with seven as six less 10 per cent.

Anti-smoking Super 25 cigarette filters (normally £20 per outer) will be on offer at £18. Purchases of two or more outers qualify for a bottle of whisky.

Digital thermometers (£5.18) are on offer as seven as six less 10 per cent, and Denty Box oral hygiene kits (ideal for travel or the office, normally £20) at £18 or 15 for 12 less 10 per cent.

For the more affluent, coin operated heart rate machines are available £50 off at £349. On mixed orders of £200 there is a free bottle of champagne. A1 Pharmaceuticals. Tel: 01-582 4844.

Into ear piercing?

Glasgow-based John McRoberts will be exhibiting a range of fashion accessories and ear piercing equipment.

Mr McRoberts will exchange old ear piercing equipment free of charge for the approved Cares gun, and will provide studs.

A 10 per cent discount will be

The doors open at 10am. Entry, which is restricted to the trade, is free.

Family groups are catered for. There is a supervised play area. And for all visitors to the exhibition there is a 10 per cent reduction to the Glasgow Garden Festival, which is accessible from

the conference centre.

Scotchem closes at 7pm, so you won't be late home. To round the exhibition off there will be a complimentary cheese and wine party for all visitors between 6-7pm.

A wide range of products and services will be on show, with

many companies offering special deals or incentives for orders placed at the exhibition. Can you afford not to be there? For those needing somewhere to rest up on the way round *Chemist & Druggist* staff will be pleased to offer you refreshment and an opportunity to chat at their stand.

offered on a range of hair ornaments, necklaces and other accessories. Also being shown will be a stand for 108 pairs of high quality earrings, sold to retailers on a sale or return basis. The company imports from the Far East themselves and back up stock is available. *J. McRoberts*. Tel: 041-221 5306.

Weighing in for free scales?

Precisa Balances will be giving away a free electronic digital kitchen scale worth over £30 for pharmacists placing an order for a Viscount tablet/capsule counter at the show. The counter is NPA approved, and there are rebates for prompt payment and for NPA members. *Precisa Balances Ltd*. Tel: 0908 582262.



Bear Brand Hosiery claim to have opened over 120 accounts with chemist type outlets in Scotland in the past year. Based in Livingstone since last May the company is looking to expand distribution still further. New upmarket packaging was introduced last year, and sales director Jack Millar feels hosiery sales in chemists can be increased dramatically with the package the company will be showing at the exhibition. *Bear Brand Hosiery Ltd*. Tel: 0382 76968.

Panpharma move North

Panpharma, a company new to Scotland, will be exhibiting their Pharmacy only range and point of sale materials.

Special Scotchem offers include eight free packs for each dozen of Dermacort, Medised

suspension and Propain ordered, plus a free bottle of champagne for the first 12 orders taken. *Panpharma Ltd*. Tel: 01-561 8774.

Callanish — a new source of fish oils

Callanish Ltd is a newly formed company based on the Isle of Lewis in the Hebrides, where they have established a modern factory for producing pharmaceutical grade oils.

The company currently offers a range of three products. Marine 18 (£4.99 for 120 capsules) contains a minimum of 18 per cent essential fatty acids and a total omega-3 polyunsaturated fatty acid content range of 32-34 per cent. Marine 25 has a similar formulation with a minimum of 25 per cent EPA (£5.99 for 120 capsules).

Omega Combination (£6.99 120 capsules) contains high levels of EPA and GLA (13 and 5 per cent respectively), the GLA is extracted from evening primrose oil. All these lines will be on show. *Callanish Ltd*. Tel: 085 172 366.

Doncaster Pharmaceuticals will be promoting 20 reduced lines from their range of generics and a further 20 from their parallel import company Whitworth Pharmaceuticals. But to find out which lines are on offer pharmacists will have to go and see them! *Doncaster Pharmaceuticals*. Tel: 0302 886031.

SCOT'CHEM'88

Scotchem — a show full of bonuses

Apart from special Scotchem only discounts, APS have two bottles of champagne on offer for the person who guesses correctly the number of tablets in a jar.

Sterling Health are appealing to younger visitors with a draw for three children's cuddly toys. For the grown ups there is a

separate draw, the winner of which will be entitled to the use of Sterling's Panther Kallista car for a weekend.

Berk Pharmaceuticals are also in a bubbly mood and will be holding a lucky dip for several bottles of champagne throughout the day.



Chattem (UK), Ethichem and Newton Chemical distribute a variety of "niche market" products. On show at Scotchem will be Corn Silk natural walnut shell face powder; Ultraswin shampoo and conditioner for the chlorinated hair of the regular swimmer; Sun In for lightening the hair; Mudd facial cleanser; and Witch Doctor gel and stick for skin irritations and minor burns. Inquiries to **Newton Chemical Ltd.** Tel: 01-680 5504.

A. Nelson & Co are offering 10 per cent discounts on orders placed at the show for their homoeopathic cream range and other products. With a show discount the company's carousel of 38 generic remedies offers 50 per cent profit on return. The new packs for hayfever pills and teething granules will be on show in Scotland for the first time, on bonus offering traders' margins of 45 per cent. **A. Nelson & Co Ltd.** Tel: 01-946 8527.



Robins support Sergeants pet care range

A.H. Robins are following up Sergeant's Rug Patrol insecticidal carpet freshener with a flea treatment range consisting of Pet Patrol flea spray and flea collars.

The insecticidal spray is suitable for direct use onto cats and dogs and is effective for more than two weeks. The flea collar is available in three sizes and will kill fleas for up to four months.

Triludan — new flexible dosage recommendations

Many hay fever sufferers find it convenient to take one Triludan tablet twice a day to relieve their symptoms. However, there are occasions when it would be more convenient to take the two tablets together in the morning.

You can decide which dosage plan is more convenient to yourself.

Children from 6-12 years should continue to take half a tablet twice daily.



Some of the on-pack recommendations for Triludan

Triludan goes once-a-day

Merrell will be highlighting new flexible dosage recommendations for their OTC antihistamine Triludan.

The product is being promoted for insect bites, stings and nettle rash for the first time this year, as well as for hayfever. New dosage cards say one tablet can be taken twice daily or two tablets can be taken first thing in the morning. Children from 6-12 years should continue to take half a tablet twice daily.

Bonuses will also be available on Syndol, Meroctes, Merocaine and Merothol. As an added attraction there will be three free draws, with the winners to receive brass reproduction pestles and mortars. **Merrell Dow Pharmaceuticals Ltd.** Tel: 0784 61600.

Healthy Bodycare, part of Dreiturm (UK), are showing a new product line — a full range of bath oils designed to help maintain good health. A £50 voucher is on offer to the visitor who puts six reasons for using the oils in the correct order. **Healthy Bodycare.** Tel: 061-443 1006.

Robinson are supporting the range, which will be shown at Scotchem, with a £500,000 national television campaign. A composite counter display unit with information leaflets is available. The stand manager at the show will be area representative David Kettle. **A.H. Robins Co Ltd.** Tel: 0293 560161.

KL Pharmaceuticals are doing a thriving business in supplying a long established remedy — kaolin poultice. The company claim their product is softer and easier to use than earlier formulations and is packed in 200 and 500g polypropylene jars, which unlike tins do not rust or sweat and are easier to handle when hot. **KL Pharmaceuticals.** Tel: 0294 215951.

BIG WIPES, BIG VALUE

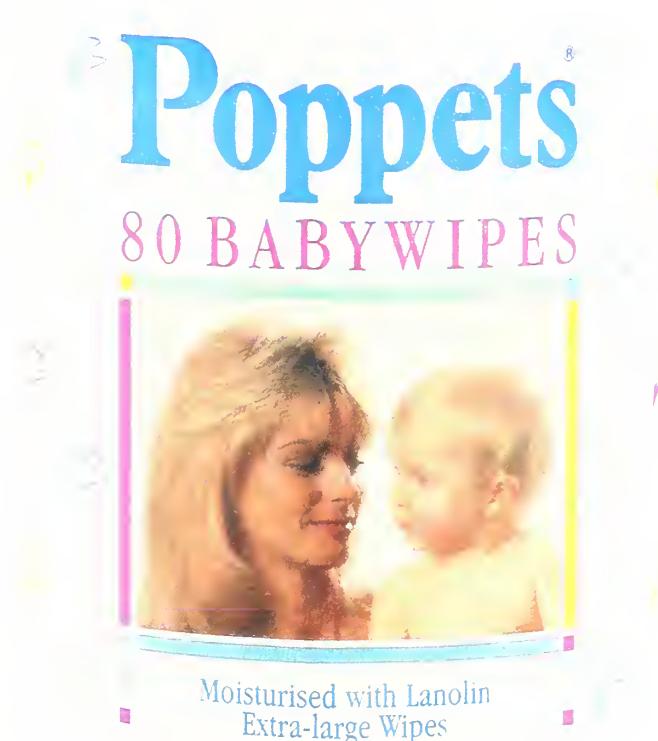


NOW ROBINSONS HAVE PUT THEIR 80 POPPETS BABYWIPES IN A NEW SPARKLING WHITE PLASTIC TUB.

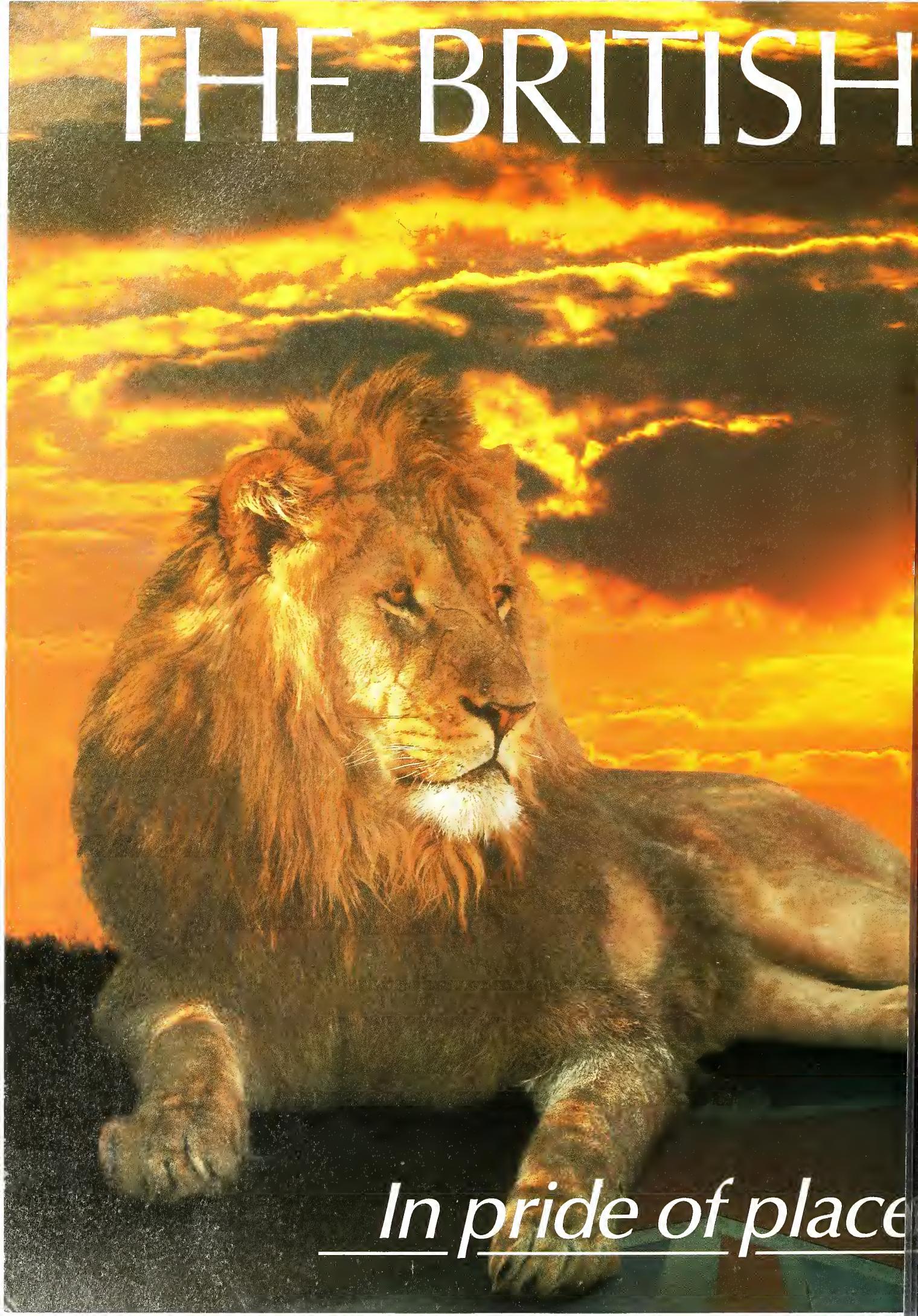
POPPETS STILL HAVE LANOLIN FOR DEEP DOWN SOFTNESS. BUT NOW YOUR CUSTOMERS CAN BUY THESE VERSATILE, HIGH PERFORMANCE WIPES IN AN EXTRA CONVENIENT PACKAGE FOR SEALED-IN FRESHNESS.

AND THAT MEANS BIG VALUE FROM THEIR FAVOURITE BIG WIPES.

SO INTRODUCE YOUR CUSTOMERS TO THE IMPROVED POPPETS RANGE. DISPLAY YOUR POPPETS PLASTIC TUBS NEXT TO THE RESEALABLE BABY WIPE SACHETS AND SOFT, STRONG NAPPY LINERS. AND MAKE SURE YOU HAVE SUFFICIENT STOCKS TO MEET DEMAND.



THE BRITISH

A lion with a large, golden-brown mane is lying down, looking slightly to the right. The background is a dramatic sunset or sunrise with orange, yellow, and dark clouds. The overall mood is majestic and powerful.

In pride of place

STANDARD

Worried about
your liability

Trust our reliability



APS®

Approved Prescription Services Ltd.

COUNTERPOINTS

Swaddlers' launch new Togs with £12m backing

The rapidly expanding and technologically competitive disposable nappy market gets a new brand this week. And Tyneside manufacturers Swaddlers are so confident of Togs — claimed the first disposable nappy to be both superabsorbent and have a soft elasticated waistband — that they are backing their judgment with a £12m marketing spend in 1988 alone.

Swaddlers say that in line with other superabsorbent nappies, Togs are slim, but have even larger resealable tapes for easy fastening and a better fit.

Available in four sizes — newborn, infant, toddler and childsize — each pack has colour coding for easy selection plus a strong pack design with a gold "Togs" logo. Swaddlers say prices are at parity with brand leading Pampers, with newborn in trial size 20s (£1.95) and 68s (£6.95), infant in 48s (£6.95) and 88s (£12.35), toddler in trial 10s (£1.65), 42s (£6.95) and 76s (£12.35) and childsize in 40s (£6.95).

Swaddlers say that the disposable nappy market, worth £250m in 1987, could be worth £450m by 1990. But advertising spends have declined in real terms since 1982, down 65 per cent to £2.5m in 1987, resulting in a decline in advertised brands to only 35 per cent of the market against private label's 50 per cent.

With Togs, Swaddlers intend to reverse the trend. "Without investment from the brands, disposable nappies take the risk of becoming a commodity market resulting in serious erosion of profit margins for manufacturers and retailers alike," says product manager Henrietta Morrison. She says the £12m earmarked for Togs promotions in 1988 is only the beginning. "Over the next four years we will be spending in excess of £50m."

"The ultimate design in nappies" is the slogan for the claimed £7.5m television, Press,



poster and radio campaign. Two 60-second and two 30-second commercials will be hitting the television screens at the beginning of July. Swaddlers says the major product features will be highlighted and the whole campaign will be seen by 95 per cent of consumers 52 times.

In the Press, £1.5m will be spent on trade, women's and mothercraft Press. Also from July, four-sheet posters will be featured on 7,000 sites in or near major shopping precincts. Further support for the launch comes in the shape of sampling, couponing, in-store demonstrations, trial packs and on-pack offers.

The first women's magazine advertisement in July will offer two free nappies with a bounce back 50 pence off next purchase voucher. The subsequent advertisement features a £0.50 coupon; all are redeemable against non-trial packs.

For the trial sizes, "special introductory offer — 50p off next purchase" flashes will highlight a £0.50 coupon redeemable against all non-trial packs.

All other packs will carry a

Togs T-shirt offer. Consumers collecting two Togs vouchers will be able to send off for a white cotton, toddler's T-shirt complete with Togs crest. The offer runs in-store until the end of August and to consumers until December 31.

Those sending for the T-shirt or for the samples will receive a free Togler catalogue which contains a selection of toys and clothes, all free against proof of purchase. *Swaddlers Ltd. Tel: 091-482 5566.*

Razor sharp promotions

Sterling Four have a new cash and carry promotion for their Super Max range of razors.

POS material includes posters and leaflets and there is a free gift of a case of cola for a purchaser who buys £29 worth of mixed razors. For £48 worth he receives a carton of Kit Kat chocolate bars and for £87 a case of Heineken beer. *Sterling Four Blades Ltd. Tel: 01 935 2324*

Ultra dry

Celatose are updating their brand of disposable nappy to a Sofline Ultra super-absorbent. The contoured shape nappy has elasticated legs for optimum comfort and moisture retention and is available in infant, toddler and child size 10 and 24 packs. It comes in a new pack design using colours.

Celatose, a major manufacturer of own label, say their strategy for Sofline is to maintain retail pricing at a lower level than major brands, while ensuring that the product's performance is every bit as good as the major brands. *Celatose Ltd. Tel: 0495 307575.*

More colours

Keltnace have extended their range of 100 per cent cotton hooded towels and cuddle robes to include lemon and mint colours and have also produced a teddy bear motif to join the popular elephant and rabbit designs. *Keltnace Ltd. Tel: 01 278 4433.*

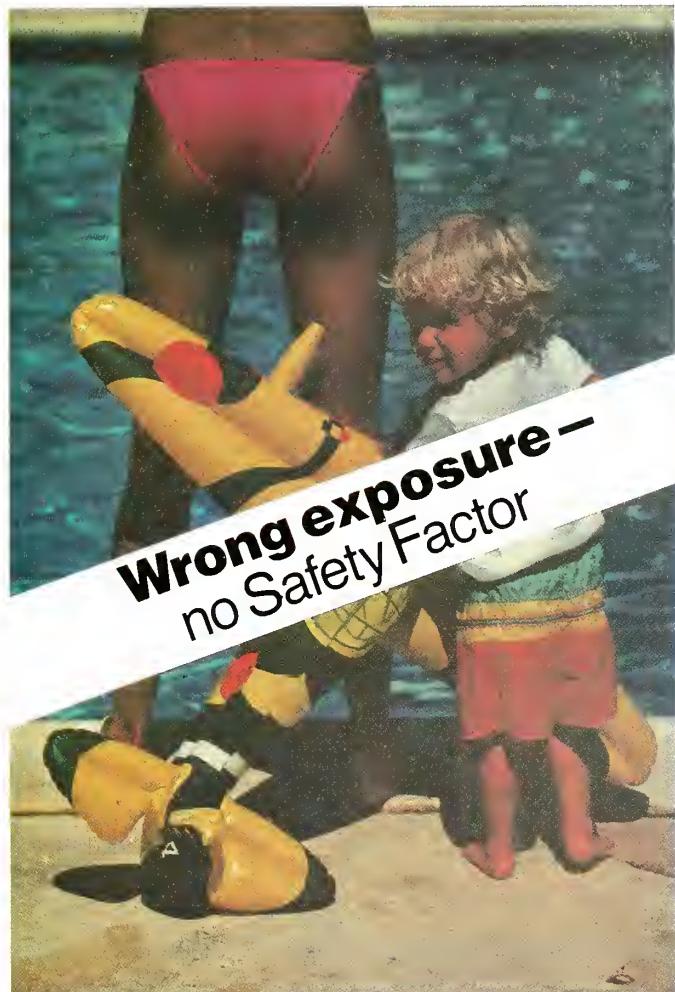


A Whale of a brush from Kent

A pale blue smiling whale is Kent's latest addition to their range of animal nailbrushes, which also includes pigs, ducks and frogs.

The whale brush (£1.75) is made with natural bristles and comes packed in baskets of 12. *G.B. Kent & Sons plc. Tel: 0442 51531.*

Agfacolor Print Film -The Film with Safety Factor 5



Agfacolor Print Film –
the right price, the right quality,
the right promotion

What is Safety Factor 5?

Agfa XRi print films have a 5 stop exposure latitude – they can cope with shots from 2 stops underexposed right through to shots which are 3 stops overexposed. This enormous safety margin is what we mean by Safety Factor 5.

The result? Agfacolor Print films virtually eliminate the problem of wrong exposure, giving your customers more successful pictures.

This summer we're offering an eye-catching range of film displays and point of sale items featuring the Safety Factor 5 message. Ask your representative for full details.

AGFA

Agfa- Gevaert Ltd, Retail Products Division, 27 Great West Road, Brentford, Middlesex TW8 9AX. Telephone: 01-560 2131

AMCOR'S

Freshen Aire

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ABOUT IONISERS

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WINNING
DESIGN

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Hi-low switch

Pyramid model

**FULL 360°
COVERAGE**

**UNIQUE CARBON
ELECTRODE**

Amcor is one of the world's leading manufacturers of air treatment products. Over one million ionisers have been sold.

Our award winning pyramid design Freshen Aire ioniser is one of the most attractive, sophisticated and efficient models on the market. Unlike some other models, Freshen Aire pyramid ionisers provide a full 360 degree coverage.

In addition, our unique carbon electrode filament does not 'clog up' like models which rely on the older 'needles' method of emitting ions. So a far more effective and efficient performance is achieved. Benefit now from national promotions. Send for colourful brochures:

PYRAMID £39.95 RETAIL Full margins available.

AZTEC £34.95 RETAIL Full margins available

To order the Amcor Freshen Aire ionisers contact your usual distributor or call us directly.

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180° coverage

AMCOR

Amcor House, 19 Woodfield Road,
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Telex: 266612 AJAM G. Fax: 01-286 4757

COUNTERPOINTS

Yardley's three from the garden

Yardley are introducing three new ranges to their fragrance collections.

Two are additions to the Lavender range, English Lavender and Rosemary and English Lavender and Thyme. Both are available in soaps, talcum powder, tinned soap and body spray, and come in colour coded packaging to avoid any confusion.

Prices are as for the original Lavender range, and merchandising material includes a floor stand, together with a shelf organiser with fabric nosegay sachets filled with the appropriate fragranced flower, and incorporating a dispenser containing a scented leaflet featuring all three fragrances, and a display kit containing a shelf wobbler and a tester bar holding 3 x 100ml body sprays in each fragrance.

The third new fragrance is an addition to the Florals, called Petunia. It is available in cologne



spray, talc, box of three soaps, and specially for the launch, hand cream.

Introductory offers will be available for the launch in May, including a handbag spray (15ml) at £1.49. *Yardley of London Ltd.* Tel: 01-629 9341.

Badedas on TV

Beecham Health Care are backing Badedas with a national television advertising campaign starting on May 2.

Beecham say it is seven years since the brand was last advertised on television and it is the first time that such a heavyweight campaign has been implemented in the summer.

There will be two commercials

featured in the campaign, the current 30 second advertisement featuring the Bath Gelee and the shower gels together and a new 20 second commercial exclusively featuring the shower gel. The campaign starts in London and TVS and then develops nationally from the beginning of June. *Beecham Health Care. Tel: 01-560 5151.*

Nino Cerruti in the UK

Nino Cerruti is introducing his women's fragrance range to the UK, after a successful launch in Europe last Autumn.

Nino Cerruti pour femme will be sold in initially to department stores and distribution will be extended within the coming year to about 200 outlets, including selected pharmacies. Backed by a £250,000 media campaign starting October, the range comprises eau

de parfum (flacon prestige 30ml, £55; vaporisateur 30ml, £25; flacon 50ml, £29.50; vaporisateur 50ml, £31.50) and eau de toilette (vaporisateur 30ml £18; 50ml, £23; 100ml, £35; flacon 50ml, £21.50).

The fragrance is described as rich and floral, built around ylang ylang and the rare Chinese osmanthus. *Maurice Douek Ltd.* Tel: 01-328 1036.

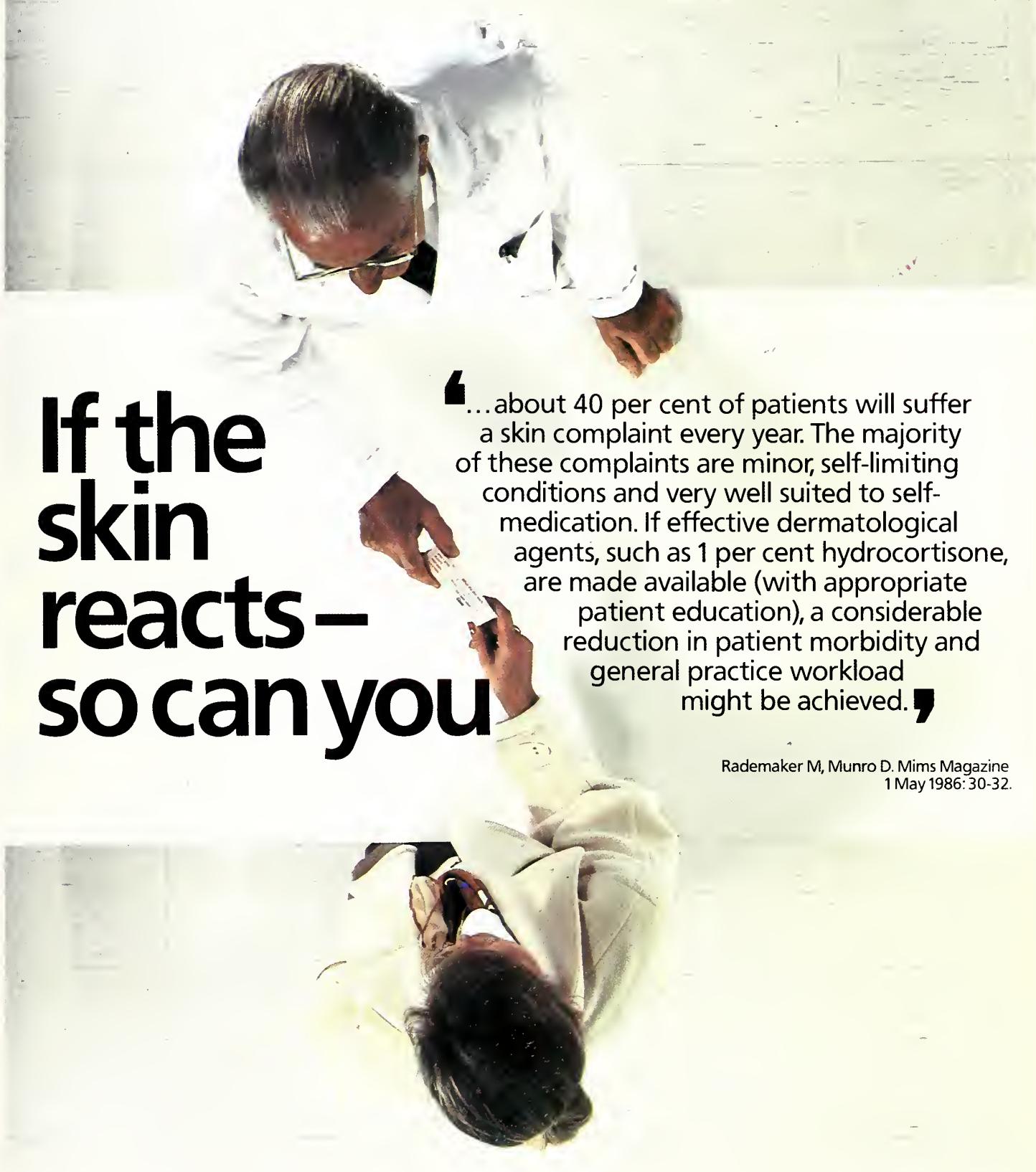
Quick on the drawer

Potter & Moore are introducing drawer liners to the "botanical range".

The sheets are perfumed with a blend of tea-rose, muguet, carnation and gardenia with woody musk tones and citrus top notes, and rubbing the surface

releases the fragrance.

The liners, with matching cartons, are decorated in the "botanical" design of flora and fauna and come in packs of five, (trade £7.18 for three; retail £3.95 each). *Potter & Moore. Tel: 0733 76266.*



If the skin reacts—so can you

‘...about 40 per cent of patients will suffer a skin complaint every year. The majority of these complaints are minor, self-limiting conditions and very well suited to self-medication. If effective dermatological agents, such as 1 per cent hydrocortisone, are made available (with appropriate patient education), a considerable reduction in patient morbidity and general practice workload might be achieved. ’

Rademaker M, Munro D. Mims Magazine
1 May 1986: 30-32.

Efcortelan P

Cream and Ointment containing hydrocortisone BP 1%

Product information

Presentation
Efcortelan P Cream and Ointment
contain 1.0% Hydrocortisone BP.

Indications
For the treatment of irritant
dermatitis, contact allergic dermatitis
and insect bite reactions.

Dosage and administration

Use sparingly over a small area once or
twice-a-day for a maximum period of
1 week.

Contra-indications

Do not use on the eyes or face,
ano-genital region, or broken or
infected skin. Do not use in pregnancy
without medical advice.

Not recommended for use in
children under 10 years of age
without medical advice.

Product Licence numbers

Efcortelan P Cream 0004/0327

Efcortelan P Ointment 0004/0326

Product Licence holder

Glaxo Operations UK Limited
Greenford, Middlesex UB6 0HE

Glaxo

Leaders in topical
steroid therapy

Further information on Efcortelan P
(trade mark) is available on request from:
Glaxo Laboratories Limited
Greenford, Middlesex UB6 0HE

NEW-IMPROVED *Soft & Gentle*
WORKS EVEN HARDER...

ALL DAY...

A NEW-IMPROVED RANGE

* New *Soft & Gentle*

has improved modern packaging, projecting a more modern, sophisticated image.

* The new-look, but still familiar packs, provide better shelf stand-out than ever before.

* *Soft & Gentle*'s

non-sting formula is now even harder-working and even longer-lasting.

A NEW FRAGRANCE

* New AFTER HOURS is specially designed for evening use and that means incremental sales for the anti-perspirant market.

* AFTER HOURS combines a unique sophisticated feminine fragrance with a hard-working, non-sting anti-perspirant.

* AFTER HOURS has proven consumer appeal, supported by extensive market research.



MASSIVE PROMOTIONAL SUPPORT

* The *Soft & Gentle* re-launch is backed by a £2.5 million TV advertising spend, as well as a national couponing campaign in young women's fashion magazines.

* Special introductory promotional packs are available – 25ml extra free on aerosols and 20% extra free on roll-ons.



...AND ALL
OF THE
NIGHT

Available from your leading wholesaler and cash and carry.



Bronnley on a new scent

Bronnley are adding a new Sandalwood fragrance to their Mayfair Line.

The soap (£5.95 per box of two) contains a blend of natural oils and ingredients derived from sandalwood fragrance, says the company. Each 150g round tablet

is stamped with the word sandalwood in English and French, and is cellophane wrapped and individually cartoned in a high gloss pack with gold lettering to match the mid-tan outer box. *Bronnley H & Co Ltd.* Tel: 01-629 8711.

Independent moves

Braun are running a £1m advertising campaign for their Independent 2000 range of gas curlers.

It will break on May 16 and runs for four-weeks, featuring a new 20-second commercial and a 10-second version, with the copyline "All the style, all the freedom, all the time".

The company is weighting the campaign in the London region with a 50-second commercial on Capital Radio.

And Braun are introducing two

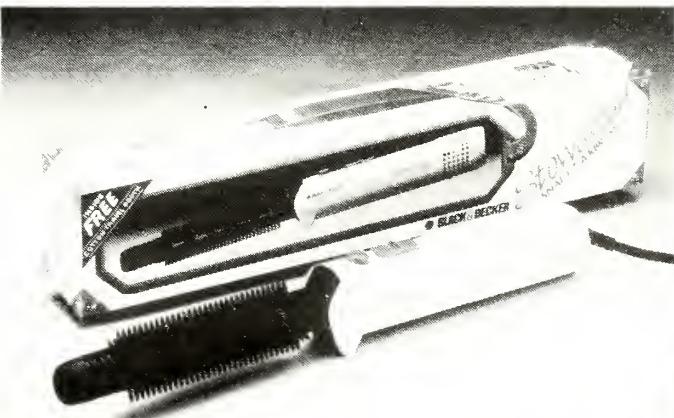
Spring consumer promotions. The first repeats the MR300 Multipractic handblender promotion, also aiming to boost sales of their Linear 266 mains and rechargeable shaver and their range of oral care products. The company is also offering a voucher giving up to £10 off Braun oralcare appliances — electric rechargeable toothbrushes and water jet — with Linear 266 shavers, aimed at the younger man. *Braun Electric (UK) Ltd.* Tel: 093 2785611.

Take away a Stowaway

A new variant in the Black & Decker Stowaway range is the Foldaway Airbrush (£12.99), a hot air brush for drying, curling and styling hair.

Available in a white, red and

black design it coordinates with the rest of the Stowaway range, say Black & Decker. It features a foldaway handle, dual voltage and a cotton travel pouch. *Black & Decker.* Tel: 0753 74277.



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HIGH QUALITY GRADUATED COMPRESSION HOSIERY FOR F.P.10 PRESCRIPTIONS.
(of two way stretch construction with in-laid compression lycra yarn in all compression classes)

Sewn in labels showing washing instructions, class and size make repeat prescriptions easy.

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The Light Fantastic.



Panasonic Industrial UK is a division of Panasonic (UK) Ltd.
280-290 Bath Road, Slough, Berks SL1 6JG Telephone: 0753 73181



Making waves

Almay's Summer cosmetic collection is 'Making Waves' and incorporates a gift promotion. Glow the glamour and shade and shape with water-resistant Stayfast creme eye colour — it glides onto four shades each of Stayfast creme eye colour water-resistant slimmer and water-resistant mascara — customers can send in two proofs of purchase from the Making Waves collection to receive a four stranded, beaded Adrian Mann necklace with a shell clasp in a cors that compliment the collection. *Almay Cosmetics. Tel: 0753 23971.*

Atrixo's handy offer

Smith and Newphew Consumer Products Ltd are launching a special pack promotion for their Atrixo cream range.

Running during the Summer months, it will offer 20 per cent extra free on 50ml tubs and 60ml handbag size tubes. The promotion is aimed at further reducing the seasonality of purchasing patterns and extending usage in the Summer months. The two sizes have been selected with travelling in mind. *Smith and Newphew Consumer Products Ltd. Tel: 021 327 4750.*

In the pink

Revlon have produced a selection of bright pinks and oranges for their Mid-Summer shade statement.

Electriccolours: comprise lip and nail colours of Revlon Moisture Lipstick in electricoral, orange flare, infra pink and scorcher, with Custom Eyes in scorcher, orange flare, torrid

turquoise and deep gold, and Kohl liner, torrid turquoise. *Revlon International Corporation. Tel: 01-629 7400.*

Hair today...

Nair have launched Wax Strip (£3.45), based on a resin wax to give greater adhesion, says the company. It claims each strip can be re-applied during a treatment which makes them economical to use.

The product is packaged in a pink and white pack, matching that of the Nair range.

The company is also introducing New Light Fragrance Nair which is said to remove hair in five to ten minutes. The product has a pink and white design.

Advertising support includes a £300,000 spend in women's press, offering consumers the opportunity to try to free sachet of new Nair by completing a coupon. POS material includes shelf strips with free information leaflets.

Promotional activities are underway sampling Nair through healthclubs, healthfarms and fitness centres. *Carter-Wallace Ltd. Tel: 0303 57661.*

Estee Lauder in the sun

Estee Lauder are launching two new sun protection products for the Summer season.

Golden Bronzing Gel (125ml £8) is designed for those who want a very dark tan and need minimal sun protection.

It has an SPF of 2, and will give the skin a translucent golden colour. Waterproof Sun Protector (125ml £9) is for delicate and sensitive skin and is said to provide SPF 12 protection for up to 80 minutes in the water. It features Biotan, a substance claimed to accelerate the skin's natural production of melanin and thereby promote a faster tan.

The company are also launching a new waterproof mascara for the holiday season. Precision Las (£8) comes in seven shades, including purple and garnet as well as brown, black and blue.

It features a small, fine-bristled brush and is fragrance-free and ophthalmologist tested. *Estee Lauder Cosmetics. Tel: 01-493 9271.*

Kodak add value

Kodak have added a 36 exposure, 35mm, 100 ASA colour print film to their "value range". The new film has an SRP of £2.49.

At the Photography at Work exhibition starting on May 16 in Harrogate, Kodak are launching a 3200 ASA black and white "professional" film — Kodak T-Max P3200 (36 exposures, £3.99 SRP).

The film is designed primarily for use in extreme low light and/or fast action situations, say *Kodak Ltd. Tel: 0442 61122.*

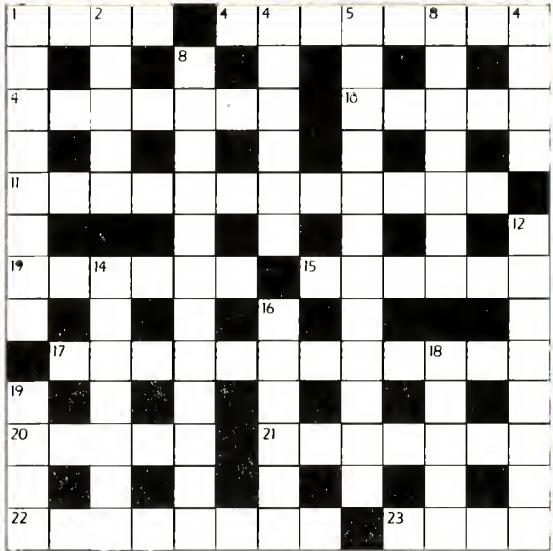
All right, Garden Jack

Garden Jack are adding House and Garden disinfectant to their range (£1.45 500ml, £2.50 one litre). Based on a quaternary ammonium compound, the company says it is virtually odourless and safe to use on all plastics where it cleans as well as disinfects.

Summer advertising includes large colour advertisements in magazines including the women's press, and national newspapers. *Pan Britannica Industries Ltd. Tel: 0992 23691.*

WYETH GENERICS PHARMACY CROSSWORD NO. 4

The solution to No. 4 will appear alongside No. 5 in July, 1988.



Clues Across

- Used to keep the medicine in [4]
- Dance of the lepidoptera? [4,4]
- Laze around with Art in the quarantine hospital [7]
- A bit of value to the collector [5]
- Felt relief for all walks of life [4,8]
- Rest or move to a holiday haunt [6]
- Incant, involve, and find the acid [6]
- Snaps when this material is used [12]
- Disease returns to oil operations [5]
- Dour Len takes a spin with a plate [7]
- The aim of every Pharmacist is to do this [4,4]
- This is one way out [4]

Clues Down

- This remedy is not to be sniffed at [4,4]
- An accessory to a sharp practice [5]
- Bandit not related by marriage [6]
- A little brain is required to solve this [12]
- Neurosis begins in a shower of rain to form a vitamin [7]
- Sediment disturbed when eels writh [4]
- Confused, reports a pain, medicines are the result [12]
- Pointed reference to botany [8]
- Learned schoolboy [7]
- Mushroom growth [6]
- Here's health! [5]
- See an heroic story in the pictures [4]

Submitted by W.H. Baker, South Humberside

Compile your
own & win £50

Send your crossword
to **Wyeth Generics**. If it's
selected for publication here,
we'll send you £50. Puzzles should
be no larger than 12x12 squares.

Get the right
result with

**WYETH*
GENERICS**
QUALITY ASSURED

*trade mark

Solution to Puzzle No. 3
Across: 1 Wyeth, 4 Agile, 8 Indoctrinate, 9 Totalitarian, 10 Religious,
17 Hippopotamus, 18 Beryl, 19 Rated Down; 1 Whistler, 2 End it all, 3 Heckling,
5 Generics, 6 Lethally, 7 Write to, 11 Elite, 12 Imply, 13 Imp, 14 Utter, 15 Limit,
16 Used

**Prizes of £5 will be awarded to the
senders of the first 10 correct solutions
drawn on 8th July 1988.**

Name No. 4
Address
C&D

Wyeth Generics, Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks. SL6 0PH.

HAIR RAISING PROFITS!



- * Brand New Depilatories – Specially designed for the younger market
- * Compact yet Complete Range
- * Strikingly Fashionable Packaging
- * Very Competitively Priced

LEGS 'n' ACTION
ANOTHER PRODUCT FROM

Beauty Basics · Gerrard Place · East Gillibrands  Skelmersdale · Lancs. WN8 9SF · Tel: (0695) 20111

G TV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
BT TV-am

STV Scotland
(central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Anadin:	All areas
Askit powders:	GTV, STV
Badedas	TVS
Disprol:	All areas
Jaap's Health Salts:	GTV
Listerine:	All areas
Macleans toothpaste:	All areas
Natrel Plus:	All areas
Panadol:	GTV, STV, G, Y, A, HTV, TSW, TVS, TTV
Reach toothbrushes:	C, A, TVS, LWT, TVam
Robinsons baby foods & juices:	TVS, TTV, TVam
Setlers Tums:	All areas
Stickers false nails:	All areas
Tandom IQ	TVam
Wrights coal tar soap:	TVam

50g Losalt

Losalt reduced sodium salt alternative is now available in a 50g table tub (£2.25).

The tubs come in trays of 12. Initial promotional and merchandising efforts will focus on

chemists.

The Health Education Authority's "Look after your heart" symbol appears on the new 50g tub. Distributed by Jenks Brokerage. Tel: 0494 33456.

The D.H.S.S. have announced their intention to impose a Parallel Import Deduction to the Drug Tariff Discount Scale. This will apply to all contractors.

Nutrizym GR capsules

E Merck have introduced Nutrizym GR, a capsule form of the pancreatic enzyme supplements as tiny enteric coated pellets, for use in cystic fibrosis and other pancreatic deficiency states.

Pharmacy only Nutrizym GR contains 300mg Pancreatin BP (enzyme activities; lipase 10,000 units, amylase 10,000 units and protease 650 units). It is available as hard gelatin capsules with an olive green cap and orange body, (100s, £12.52 trade).

The capsules should be swallowed whole but may be opened and sprinkled on soft foods that can be swallowed without chewing. If mixed with food, it should be used within an hour. E. Merck Ltd. Tel: 0420 64011.

BRIEFS

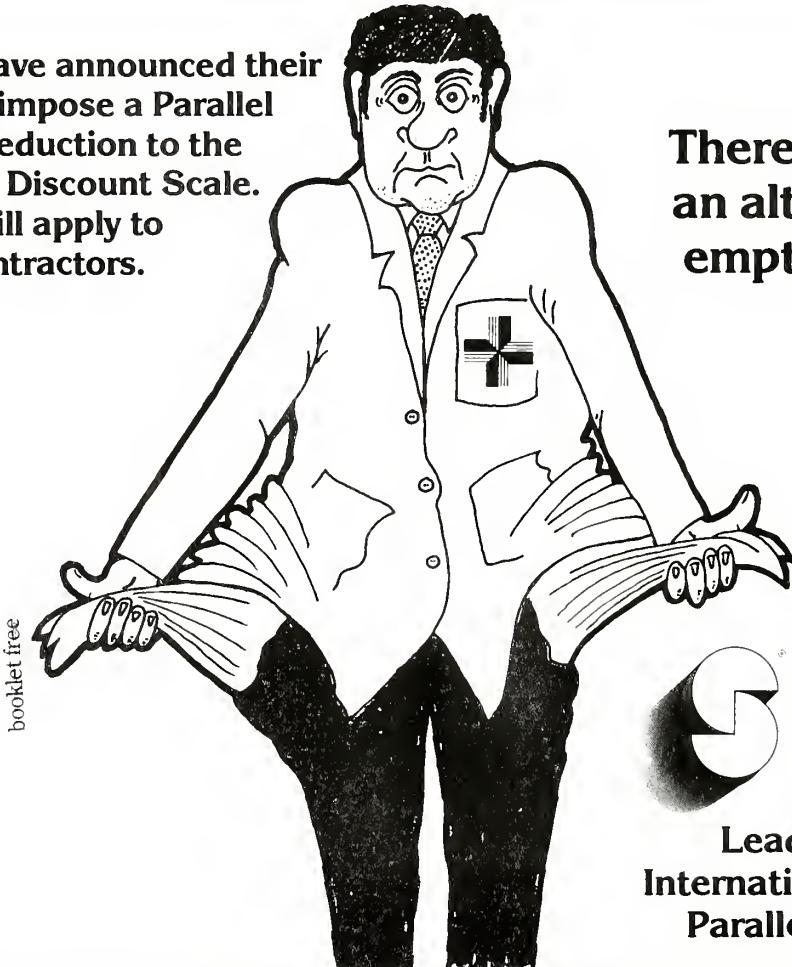
Hillcross Pharmaceuticals have added metoprolol tablets 50mg (56 £2.63) and 100mg (56 £4.87) and metformin tablets 850mg (60 £2.48, all prices trade) to their range available through AAH wholesalers. Hillcross Pharmaceuticals Ltd. Tel: 0282 25932.

Ramodar name change

As a result of the merger of Ayerst with Wyeth last year, Ramodar tablets are now called Lodine (C&D April 30), and the Ramodar brand will soon be discontinued.

Doctors will be informed about the change and there are patient advice leaflets available. Wyeth Laboratories. Tel: 06236 4377.

There is however an alternative to empty pockets!



Stephar (U.K.) Ltd.
Freepost
Great Yarmouth
Norfolk NR31 8BR
Tel: 0493 650069

Leading the International Field in Parallel Imports



WE CAN SAFELY SAY THEY'LL BE EVEN MORE POPULAR THIS YEAR.

Twelve and a half million homes all over the UK are already 'Savlon' Safe.

In fact, 'Savlon' products are now so widely used, they've almost become part of the family.

As the nation's brand leader, 'Savlon' Cream is still the one that mothers instinctively reach for when they need a cream that's gentle on grazes but tough on germs.

'Savlon' Dry is a handy antiseptic spray that's enjoying increasing popularity as the fast, modern approach to first aid.

While 'Savlon' Liquid is already one of the most tried and trusted antiseptic disinfectants on the market.

And this year they're about to become more popular than ever.

Because we'll be supporting our two leading brands with a stunning, full-scale press campaign during the peak sales period from May through to September.

So if your stocks are running low, we strongly recommend that you fill your shelves up now.

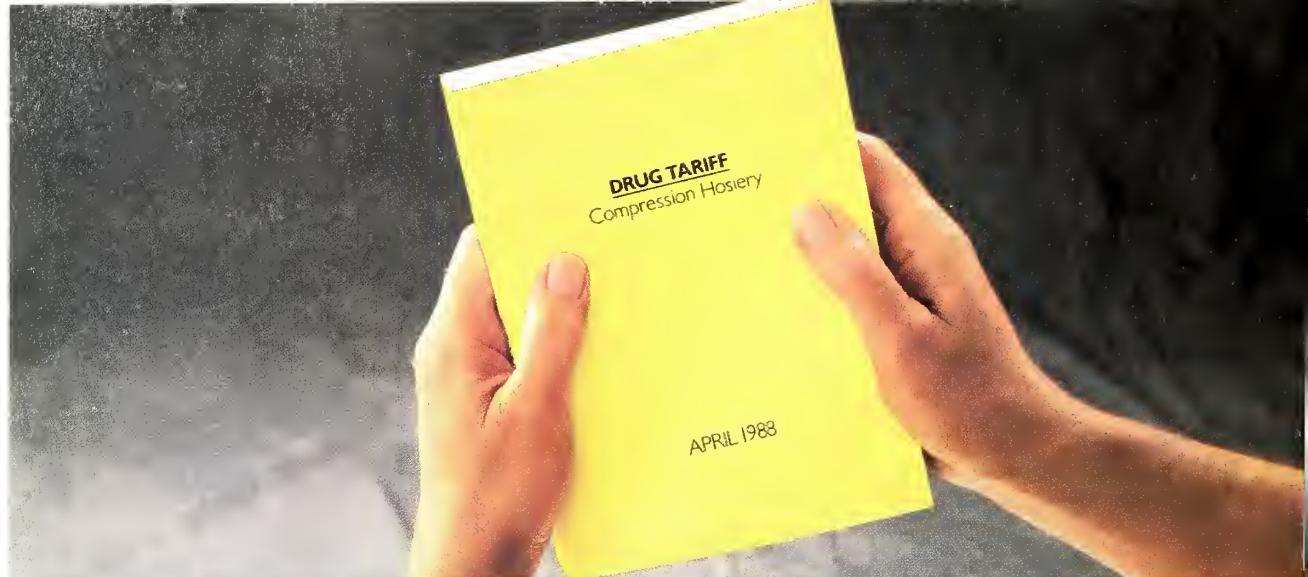
Just to be on the safe side.



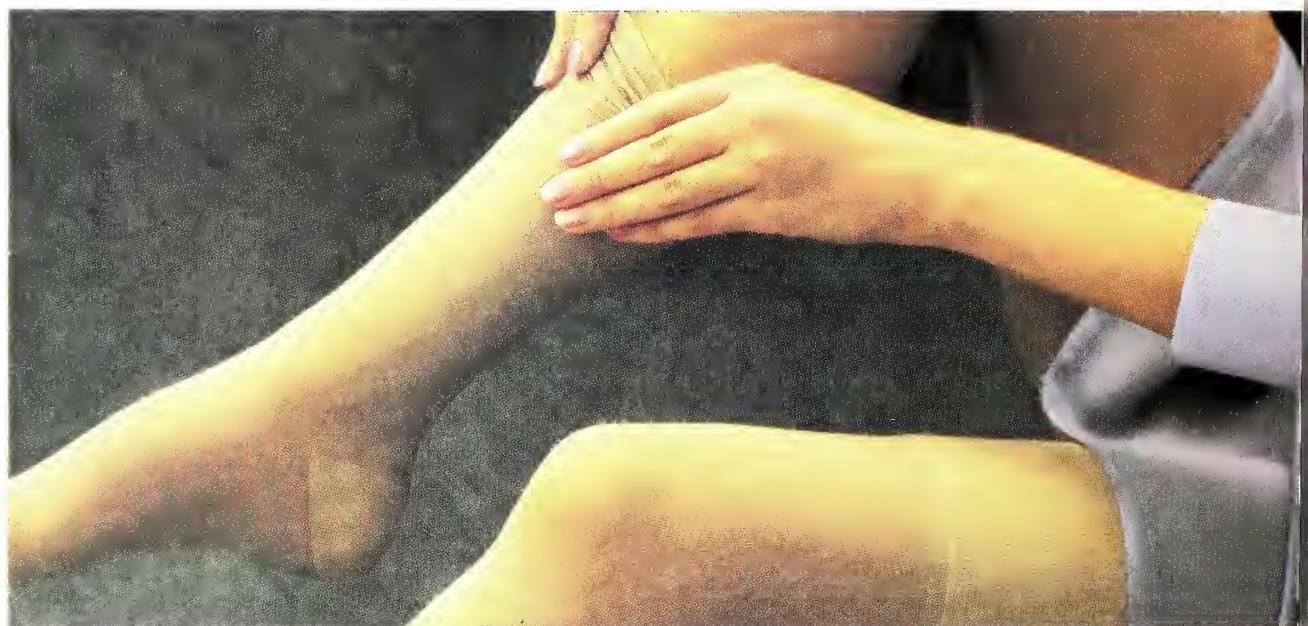
Savlon

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NEWS FROM GERMANY

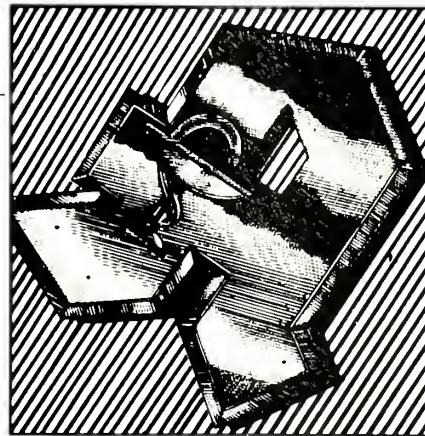
Funding storm grows

Protests from pharmacists, doctors, dentists and drug companies about the Government's proposals on reform of health insurance funding (see *C&D* March 12, p504) still dominate the German pharmaceutical scene.

To the dismay of many people, the debate over the proposals has deteriorated into an increasingly bitter slanging match, conducted via an energetic or even frenetic series of posters and counter-posters. Doctors' waiting rooms and pharmacies are becoming festooned with placards and petitions for patients to declare their opposition to the plans. Many pharmacists disagree with the view of ABDA that the best method of defeating the proposals is to quietly lobby MPs and ministers, and lots of local branches have had their own posters and handbills printed to try and convince the general public of their case against the reforms. These independent moves are much to the distaste of the ABDA hierarchy and have angered the Government.

One organisation of pharmacists proposes to drop 500,000 leaflets from a helicopter and has asked pharmacists to attend a protest rally in white coats, so that they appear "professional" in any television pictures of the event. Those pharmacists who don't wish to use their own "uniform" can hire a white coat on site! Whether this form of protest will be more successful than that of the dentists, who reportedly had to swell their numbers by ordering their assistants to attend, remains to be seen.

Some pharmacists have suggested following the example of the taxi drivers, many of whom went on a token strike to protest against the proposed deletion of the cost of taxi rides to and from surgeries and hospitals from the health insurance budget. The £168m spent on these taxi fares in



1986 was pointed out by one spokesman to be the cheapest form of patient transport; he claimed ambulance rides would cost on average, ten times more.

The German equivalent of the ABPI clearly upset the Government by its Press advertisement claiming that the proposals would so curtail drug research in Germany that no new medicines against AIDS or cancer would be developed.

Having roundly condemned the trivialisation of the issue by the "self-interest groups", the Government has replied by spending £2m on its own advertising campaign. This was started by the Minister himself, who was widely shown perched on a ladder, wielding a glue brush to apply a poster proclaiming "Get better soon — the restoration of our health service" on one of Bonn's traditional advertising columns.

Where the money goes

An insight into the way the average household spends its money was given by a survey of the expenditure of a sample of 350 middle income families (two adults, two children, with a net monthly income of £1,200).

By far the greatest slice of the budget (£238) went on food, £182 on rent, £152 on cars, travel and postage, £115 on insurances and car tax and £96 on education, leisure and entertainment. Only £28 went on health and body care, compared to £84 each on clothes and furniture, £67 on fuel and electricity and £32 on personal equipment. The thrifty Germans save some £122 per month.

GSL muddle continues

Hopes that the new regulations governing what can and cannot be sold in pharmacies might end the constant legal battles between pharmacists and their professional organisations appear premature

after yet another round of apparently opposing verdicts.

In the first test case, products of a particular cosmetic company were banned as they were deemed to be disallowed as hygiene and body care items primarily used for decorative purposes.

In another case, a court decided that whole foods — unprocessed grain and untreated dried fruit — could not be sold in pharmacies, although they might prevent certain digestive disorders. However, in yet another courtroom drama, soya noodles, soya whole grain bread, soya toast and muesli were declared dietetic products which could be sold in pharmacies.

These reports come from a correspondent with acknowledgments to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmazeutische Zeitung*.

ANNOUNCEMENT



B. R. Scott, Banff, Grampian
Aitken Chemists, Edinburgh
Richardson, Lockier, Dundee
J. Sommerville, Common Green, Strathaven
W. Penman, High Street, Johnstone
A. B. Buckley, Victoria Road, Glasgow
J. Roberts Ltd, Beveridge Way, Newton Aycliffe
J. G. Burns, The Square, Keighley
B. Crowder, West Road, Newcastle-on-Tyne
United Co-op Waterloo Road, Blackpool
Pyramid Chemists, Colne Road, Burnley
A. Crowther Ltd, Cambridge Road, Southport
A. J. Leeming, Westgate, Guisborough
D. A. Hey, High Street, Wombwell, Barnsley
P. Green, Market Place, Maltby
Harval Chemists, The Concourse, Skelmersdale
M. G. Pilling, Stockport Road, Timperley
Dean Pharmacy, Piccadilly Plaza, Manchester
S. Davies, High Street, Worthing
Bridgeman, Cowley Drive, Brighton
N. Scotts, Lewes Road, Brighton
Trimming Willis, High Street, Alton
W. J. Hodge, Rownhams Road, North
Baddesley
R. G. Nicklin, High Street, Sandown, Isle of W.
Chem's Chemist, Northlands Pavement, Pitsea
Murray Miller, Sutton Road, Southend-on-Sea
Silverfields Chemists, High Street, Horncastle
Dza Pharmacy, Fulham Broadway, Fulham
V. V. Chem, Queensdown Road, Battersea

Denport Ltd, 23 Upper Tulse Hill, London
J. B. Alerton, Dalton Drive, Houghton Regis
Vic Parsons, 10 The Broadway, Crouch End
Mansons Chemists, Old Town Square, Tring
Stow Chemists, The Stow, Harlow
Whitfields Chemists, High St, Cheshunt
J. Smith, Hamilton Road, Finsbury
G. Staples, Leek Road, Bucknall
Discount Land, Anchor Parade, Aldridge
A. G. Malik, Newhampton Rd West, Wolverhampton
Jones Pharmacy, Kingsmill Road, Wrexham
G. W. Jones, Whitby Road, Elesmere Port
Stans Shop, St. Martins, Didsbury
B. J. Wilson, Normanton Road, Derby
T. G. Discount, Front Street, Arnold
Glenbrook Pharmacy, Belgrave Rd, Leicester
Cecil Jacobs, Lauder Road, Leicester
T. Pearson, Revesby Walk, Birmingham
A. S. Giles, Cranham Drive, Warriner
H. M. Evans, West End, Llanelli
R. Stephens, Ratcliff Lawns, Southam
Dickens & Law, West Lane, West Cross
Pestle & Mortar, Kensington High St, London
Gateway Food Pharmacy, High Street, Brentford
Herbert & Herbert, Trident House, Stanwell
M. J. Foster, Fore Street, Cullompton
Williams & Evans, Eastcliff Road, Par
Bryants Fairprice, Exchange Ave, Bristol



HOW TO PICK UP MILLION

£300,000,000 a year, that's what the booming baby care market is now worth.

And that's why we've just launched our exciting new baby care range – so that independent chemists can order from a single source all the products required to tap into this lucrative market.

Everything from baby powder and sterilising tablets to soothers and feeders.



Produced to the very highest standards, competitively priced and giving at least 30% profit on return, the range looks set to repeat the brand leading performance of our disposable nappies.

All the products are attractively packaged and carry the Numark Bear idiom.

They are also supported by impactful and tasteful point of sale materials, including an attractive and valuable counter top display unit.

THE THREE HUNDRED POUND BABY.

A strong campaign of full colour advertisements will be appearing in magazines such as Mother & Baby, Parents, Mother, Under Five, Family Circle, Practical Parenting and Woman's Own, together with Sunday Post and Ulster TV bookings.

So if you want to pick up your share of this growing market, stock the baby care range now.



Contact your local Numark wholesaler or Geoff Bass at
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Tel: (0985) 215555.



THE BRIGHTEST WAY TO RUN YOUR BUSINESS.

Haircare is all about psychology. If a woman's hair looks grotty, she feels grotty: if it looks good, she feels great. So if you prefer to keep your customers happy, read C&D's guide to tonsorial tonics.



Keeping it clean

Making headway in the fiercely competitive shampoo and conditioner markets has never been easy, but the fighting for share is now reaching new heights. As well as fending off competition from other brands, manufacturers are being increasingly hit by own brand competition — including in several cases, direct imitations of leading brands.

In the face of this, manufacturers are working hard to woo buyers. Relaunches are now very frequent, as companies try to keep their brands looking fresh and modern so they stand out on-shelf, and with the repackaging comes an ever-increasing spend on advertising. Despite the rising costs of television and worries about its coverage, the small screen remains a very popular medium for shampoo and conditioner advertising, backed up by women's magazines and increasing use of posters.

They say necessity is the mother of invention, and the increased competition in the market has also led manufacturers to try very hard to find — or create — new market niches, leading to the introduction of some very specialised products.

Some of the new ideas have been borrowed from skincare — Beecham's revitalised Silvikrin range features a shampoo and conditioner for "combination hair", dry at the ends and greasy at the roots — in fact a new interpretation of the original proposition for Gillette's Silkiene, "Conditions where your hair needs it most". And Ambre Solaire have built on consumer interest in sun

protection for skin, with a sun protection range for hair including an after sun conditioner, an idea also picked up on by Ashe, who are adding a UV filter to Vitapointe conditioner.

Vitapointe product manager Helen Stratton says: "Although age is a major factor in the dry hair condition, women of all ages increasingly suffer from this problem, because of the abuse of perms, tints, heat application and so on but also, significantly, because of the damaging effect of UV light all year round.

Inspiration has also come from needs created by other areas of haircare. L'Oréal are re-entering the shampoo market in the UK with Energance, a range of two shampoos, two conditioners and a styling mousse specifically for permed hair. This is a platform which has been used for a single variant within a range, but not so far for a stand-alone line available outside salons. And while other products tend to concentrate on remoisturising hair dried out by perming, Energance is claimed to help strengthen the hair and retain the curl as well. L'Oréal say over half of all adult women have perms every year, and women with perms use more haircare products.

Styling products, too, have stimulated shampoo innovation, and the past year has seen a small but important group of products launched with the claim that they get rid of the residue left behind by mousses and gels, and over-use of conditioners. This is an interesting trend after the growth of mild products for







A new look for Empathy

frequent washing, since the target consumers, mainly the young, are still likely to be washing their hair often. And while the products, including Neutrogena shampoo and Wella Headstrong, are likely to be popular initially with the young, who are the highest users of styling products, they are likely to broaden their appeal as older usership of styling products continues to grow.

In the conditioner market, probably the biggest news is the launch of the first conditioner to match a bestselling anti-dandruff shampoo. The importance of the anti-dandruff market being what it is, the launch of Head and Shoulders conditioner will no doubt be followed by other big brands in time.



The Henara range now being relaunched by Warner-Lambert (see p886)

Sprays lead the way

Styling products are still very much the star of the haircare show. With growth over the year to December reaching 27 per cent, clearly this market has not yet run out of steam, despite very fast growth over the previous few years.

As the market matures, consumers are becoming more demanding and more specific their requirements and the market is diversifying beyond the original gel/mousse/hairspray trio. While major range launches

have not been a feature of the past year, most of the brand leaders have extended their lines with new variants for specific needs: L'Oreal's Studio Line Shaping Gloss for shine as well as natural hold; Beechams Silvikrin Natural Hold mousse for softer styles; and Alberto Gel Spray, combining the styling properties of gel with the hold of a hairspray.

New category

According to L'Oreal, who have also launched a Finishing Spray into the Freestyle range, this latter category appears to be emerging as a separate sector and is showing growth of 51 per cent, higher than any other styling product — though at £7m it is still a small part of the market. Hairsprays are worth the most at £113m, but growing at only 9 per cent, followed by mousses (£40m, up 16 per cent) and gels (£16m, up 19 per cent), with the now dying sector of lotions losing sales to the tune of 25 per cent and worth just £3m.

While younger consumers, traditionally the mainstay of this sector, are using more products, more often, to achieve a variety of effects, older consumers are now discovering the benefits of the original mousses and gels. According to Alberto, over 48 per cent of gel users are over 25, and they predict that as the user base for mousses too is broadened by older consumers, the sector will grow by almost £10m by the end of this year. Johnson and Johnson, who last year launched the first styling mousse specifically aimed at women over 40, say this group are turning to styling products to achieve the fuller, more modern styles that are fashionable today.

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FOR HAIR

The famous Mason Pearson cushion technique conditions as it brushes to promote shining loveliness.

MASON PEARSON
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37 Old Bond Street, London W1X 3AE



Clairol's Finale launched this year into the buoyant hairspray market

Curls lose their bounce

The long running boom in the styling products sector makes the perm market look very dull by comparison. Despite the introduction of younger consumers, sales are at best static, and thought by some sources to be in a slight decline. However pharmacies are holding on to their share, currently around a quarter of the 27.4m market (SDC).

A report from ERC Statistics (The Market for Haircare Products in Europe, £4,000) says this is because "as specialist products, perms tend to require the accompaniment of customer advice at the point of sale. This type of positioning favours the chemist sector, which has a more serious image as a retailer".



The Perfect
Partners
from
Lady Jayne

Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT

This feeling about perms is also reflected in the lack of real own-brand success: though Boots and various drugstore chains have their own perms, none make SDC's top five.

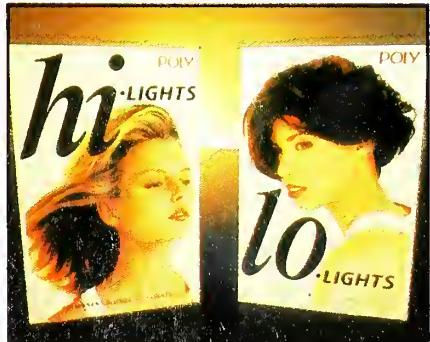
In terms of marketing activity, perms are currently the quietest sector of the frenetic haircare market. The past year has seen just one launch, Garnier's *Permifique*, and two relaunches, Gillette's *Toni* and *Elida Gibbs Pin-Up*, and little advertising. However *Permifique* is due to go on television soon, and some sources believe this will help liven up the market: Warner-Lambert's Neil Wilkinson said: "The market really lacks excitement at the moment, and there doesn't seem to be anything new on the horizon. But it's possible that television advertising of *Permifique* will get people turned on to the idea of using a home perm, and that will give the whole market a lift".

However Mr Wilkinson predicts that in the long-term, the market is unlikely to perk up to any great degree. "There are no new great technical innovations on the horizon, because there's nothing really new in the salon sector, and that's where the ideas come from. Manufacturers might become more creative in the way they present products, but the problem is that as Britain gets richer, more and more consumers will be going to salons for their perms. Having said that, there will always be a group that prefer to do it themselves, so it's not going to disappear."

Colorants still in the black

The white coat of the pharmacist is also seen as reassuring by buyers of hair colorants; like perms these are seen as specialist products, and consequently the chemist is holding share — though a warning note is sounded in ERC's haircare report: "For more basic, temporary and semi-permanent colorants, drugstores are beginning to carry considerable weight."

Unlike perms, colorants are an area of fairly constant activity, with relaunches frequent and advertising spends high. Most recent moves have been towards more convenient application and use: Warner-Lambert have followed up their easy-to-mix Colour Story with a new formulation for their Hi-Lights and Lo-Lights, offering a reduced development time of 20 minutes, designed to combat the most common problem incurred with highlights, that of washing the product off too soon. Similarly L'Oréal's newest colorant, *Les Blondissimes*, offers extra blinding with natural toning, lightening hair up to four shades



Poly Hi-lights and Lo-lights, now much quicker to use



BEFORE...



...AFTER

L'Oréal's Les Blondissimes

and conditioning in one step, so doing away with the traditional bleach then toner process; and *Les Technicouleurs*, launched in September gives streaks of colour that are simply painted on wherever the user wants them, for blondes or brunettes.

The two most buoyant sectors of the colorant market are pitched at opposite ends of the age spectrum. Products for covering grey are showing very healthy gains: Clairol group product manager Jean Smith puts this down to the number of older women returning to work, and to general pressure from society for women to stay looking good as they get older — the same trend that has promoted anti-ageing products in the skincare market. Warner-Lambert's Neil Wilkinson agrees: "The post-war baby boom is just now discovering its first grey hairs, so we can expect to see growth in this area for a while yet."

While middle-aged mums are busy hiding the grey, their daughters are heading for blinding products and highlighting kits, a sector which has shown growth of 10 per cent (AGB). Warner-Lambert have just relaunched their highlighting kit, and say their research shows that 50 per cent of sales come from the under 25 age group. Though other groups do have their hair highlighted, they tend to go to salons; the younger girls, because they are unsure about doing it themselves, and the older ones because they often have a higher income and see it as a way to treat themselves. While the older group may be difficult to sway, the younger consumers may be attracted by the new, easier-to-use-products, and the market should certainly benefit from the amount of activity it is currently seeing.

Charging up the market

Electrical haircare has not been left behind in the development of products for more sophisticated consumers, and two distinct sectors are emerging as the way ahead.

The first is a reflection of the development of more specialised products in the wider haircare market, and of better consumer knowledge about haircare. In hairdryers this has led to a growth in high wattage and "professional" models: in styling, to an ever-increasing range of products designed for different special effects — a far cry from the days when having your own set of heated rollers was seen as the height of sophistication. Today's hair-conscious consumer might have a "professional" drier for everyday use, with perhaps a smaller model for holidays, plus one or more hotbrushes and any of the tools for particular looks.

The second popular area is that of travel appliances. Even the owner of the extensive list of products above might well have another set of products for travelling: a light, compact hairdryer and a telescopic hotbrush or a cordless or gas powered styler. Even the specialised products such as bendy stylers are now being launched in travel packs.

In the face of all this, manufacturers are fairly unanimous in their approaches: both Philips and Braun are focusing their marketing activity on high wattage hairdryers, including



Braun's Independent initiated the gas powered styler market, now worth £19m



Specialised products like Babyliss hot sticks now come in travel packs

travel models, and the go-anywhere gas stylers. And Babyliss' Summer launches this year have been a "professional" drier, travel dryers and stylers, and "special effects" products like the Convertible crimper/straightener.

Both Philips marketing manager Adrian Fleetwood and Braun haircare product

manager Helen Pierce say consumers are currently demanding higher wattage and "better value" models; Babyliss managing director John Brooms comments that: "Today's techniques using hardware, software or both, make possible frequent and dramatic changes of style. These advanced trends move quickly, and the signs are that, although there will always be a requirement for the ordinary dryers and brushes, the 'advanced' products will come into sharply higher profile in the market during 1988".

Pifco too predict growth in the area of higher priced professional dryers; however, their future plans include a sector which one of the others mentioned, that of men's grooming. Given that in the toiletry and fragrance market the male consumer has now become very much a force to be reckoned with, it will be interesting to see if Pifco can awaken their interest in electrical grooming accessories as well.



Philips' latest range includes the important professional and travel models

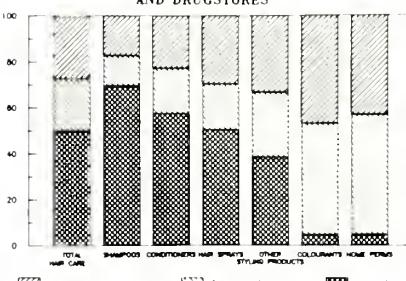
Hair shares

The average independent pharmacy can expect haircare sales worth £483 per month, with £1,095 per store per month the prospect for multiple pharmacies with 10 or more shops, say Nielsen Marketing Research. Despite a significant shift into grocery outlets for some product sectors, they say there are significant revenue opportunities for pharmacists across the whole haircare market.

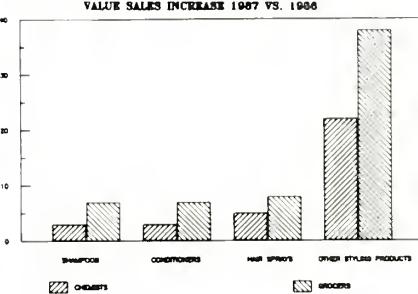
The grocery sector is still very buoyant however, and still making substantial inroads into the chemist's share of the more basic products like shampoos. This is most noticeable in styling products, which are showing almost twice as much growth in the grocery sector, 38 per cent, as in chemists, with 22 per cent. The proportions are similar in shampoos and conditioners, though the actual growth is much smaller, at around 3 per cent for chemists and 7 per cent for grocers. The success of the grocery sector in these more basic areas means that in the market as a whole, it is bigger than chemists and drugstores put together.

Nielsen say that grocery outlets are definitely targeting styling products as an area to work on, and this they say, follows a fairly common pattern, whereby specialist retailers like chemists discover a new product first and make it a success, then the grocery sector picks it up and begins to take share away from the specialists. Even so, growth in styling

THE HAIR CARE MARKET IN GROCERS, PHARMACIES AND DRUGSTORES



HAIR CARE MARKETS BUSINESS GROWTH
VALUE SALES INCREASE 1987 VS. 1986



Value of hair care business to chemists
Average sales per store per month (£)

	Multiple Pharmacies	Independent Pharmacies
Shampoos	197	83
Conditioners	140	52
Hair Sprays	223	124
Other Styling Products	203	83
Hair Colourants	251	102
Home Perms	81	39

products is such that it still offers a good opportunity for the chemist.

Chemists still dominate the colorant and perms sectors, and Nielsen say grocery outlets are showing little interest in this area. They comment that these are more specialist, and more allied to the "beauty" end of the market, so fit very well into the chemist's portfolio. However drugstores are becoming more important in this area.

Haircare from Uncle Sam

Next month sees the arrival in the UK of a new contender in the battle for supremacy in the UK haircare market. Arrival is perhaps the wrong word though, for while their products will not be unveiled to the public until June, Helene Curtis have been quietly building up a solid British operation, and show every sign of making their entry a very serious one indeed.

The company is American, and boasts not only several brand leading products in their home country and others, but a heritage that includes inventing the shampoo, the hairspray, and the first machineless permanent wave. They currently operate in over 70 countries but this is their first retail venture into Britain.

The product that will spearhead the advance is Finesse, a shampoo and conditioner which are claimed to act according to the needs of the hair. Finesse shampoo is said to clean lightly or deeply depending on how dirty the hair is, and contains glycerin 3, an ingredient designed to stop moisture loss. The conditioner can be left on the hair for a variable amount of time, from 30 seconds for light, everyday conditioning, to five minutes for a deeper treatment. The products come in two variants, regular and for extra body, and just one size and price; 200ml at £1.09.

Finesse is already selling in 21 countries, and Helene Curtis say in every case it is either the leading brand or one of them. The UK has been left until now, explains vice-president Nick Knowles, "because when you're dealing with one of the world's most important markets you have to make damn sure you've got it right." Consequently the company has spent several years researching the product in this country, and has also just finished recruiting for and setting up Helene Curtis UK to look after its interests in Britain. They will not however be handling manufacturing or distribution; these will be by Boots and Chemist Brokers respectively. Says Nick Knowles: "The costs of entering a market like Britain are so high that if you try to set up your own manufacturing and distribution you end up pouring all your money into it, and you have nothing left over for the launch. This way we can use all our resources to back the



The Finesse range

product."

The result of this policy is a spend of £6m to support the launch of Finesse, £4m in television and Press advertising and £2m on promotions. Television commercials will run from August through to November, and then again from January till the end of May, the Press campaign for three months from September, and then another four from January.

Promotional support includes trial sizes and 50p off coupons for the first two months from launch, followed by two-month sampling campaigns in October/November and April/May, 10p off in September and October and 25 per cent extra free during January and February. A PR campaign will run alongside all the marketing activity.

And all this, says Nick Knowles, is just the beginning. The initial launch is designed to establish the Helene Curtis name as much as the Finesse brand, and to pave the way for the introduction of other Helene Curtis lines. And if their presence here becomes as established as they plan it will, in time they could be developing products especially for the British market. In the meantime other variants of Finesse shampoo and conditioner are already being tested in Britain. Nick Knowles isn't saying exactly when we can expect this next phase of activity to emerge, but says "it could be as little as six months; it could be as long as a year. When we see that Finesse is established, we'll do it. If you know that everything's right, why wait?"

MARKETING

Addis are planning to revitalise their range this year, with new products, new packaging and a new range of colours. Details will be available later in the year.

Alberto are relaunching their shampoos and conditioners this month, following on from the new look for styling products introduced in April. Support for



the relaunch includes a £5.5m spend on advertising and promotions, £3.75m of which will be put into television advertising. Posters will also be used.



Alpa have produced a new stand for their range of hair decorations. The 27in high unit holds up to 192 individually carded slides, clips and combs and the range is regularly updated with new styles and colours. The company sell both loose goods and the pre-packed stand, and say orders are dispatched within a week. *Alpa*. Tel: 01 595 7836.

Ashe Consumer Products are relaunching their Vitapointe conditioner with a new formulation that includes a UV filter. The new product will be backed by a £320,000 advertising campaign through women's magazines. There will also be £0.15 trial sizes, with a 15p off next purchase.

Babyliss will be supporting their Convertible with television and Press advertising later in the year. **Clairol** are focusing their marketing support for 1988 on Nice 'n' Easy, Loving Care, Born Blonde, Silk and Silver and Glints.

Nice 'n' Easy will be featured on national television during the next two months, with a spend of £750,000. In addition, a "loyalty bonus scheme" will run in-pack throughout the rest of the year.

A promotion on Loving Care, the Loving Care Appeal, aims to raise £10,000 for the NSPCC. Customers send in proofs of purchase, for which Clairol donate to the charity. POS is available. Loving Care will also be backed by national television advertising this year.

At the other end of the age spectrum, Born Blonde will appear in women's Press advertising from now until July, with a spend of £250,000.

The range will also be backed by two promotions. The first is a £1 cash back offer on the highlight kit running from now until December 31, the second offers a free Born Blonde colorant with

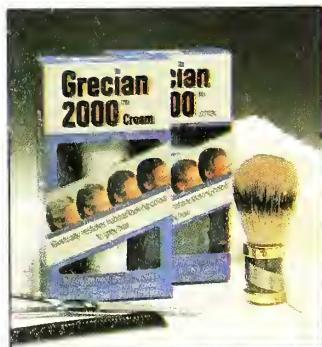


proof of purchase from Born Blonde lightener.

Glints colorants will be appearing on posters during this month, while Silk and Silver will be in the women's Press this month and next, a £150,000 campaign, and Finale will be on national television.

Denroy are advertising their Denman hairbrushes in *Hair, Hair Flair* and *Just 17* this Summer.

Combe Grecian 2000 and Lady Grecian are being backed with Press advertising this year. And Combe's latest product, Just for Men colorant, will appear on national television and in the *Radio and TV Times* and Sunday supplements from June.



Cussons are relaunching their Gold shampoo range and backing it with a £500,000 women's Press campaign throughout the Summer and Autumn.



Elida Gibbs have some major relaunches planned for 1988, details of which will be available later. Other plans include nationwide door-to-door sampling of Dimension, covering 15.5 million homes. The product will also feature in a new television commercial appearing from the middle of the year.

Both Timotei and All Clear are being backed by promotions, as is Cream Silk, which will feature another promotion with Denman hairbrushes, similar to last year's.

The Sunsilk brand will be advertised again this year, with a spend either matching or bettering last year's £8.5m.

Gillette are spending £2m on support for the Silkiene range, with advertising on television and in the women's press, backed by sampling and PR. Toni perms will be supported with advertorials in the women's Press and in-store promotions.

Johnson and Johnson are running their biggest ever Press campaign for Empathy this year, with separate treatments for shampoo and conditioner, and styling aids. Total spend is £1.75m.

Klorane are running a cross promotion on their shampoos, offering a free 125ml conditioner banded to the 100ml pack.

Laughton will be continually revising their ranges, with new combs, brushes and hair decorations promised this year.

L'Oréal are launching a new range. Energance, designed specifically for permed hair (prices £1.49-£1.99). The range will be supported by a full television and Press campaign, starting in July.

L'Oréal and Garnier are also supporting most of their other brands with advertising. Studio Line will be advertised in the cinema nationally, and on Capital Radio during May. Garnier Les Technicouleurs will also be on Capital during the same month. Garnier Permifique and L'Oréal Freestyle mousse will both be on



television during May, as will Recital, using the new commercials with Cybill Shepherd. Elnett will be featured in the Press during May and June, while Les Blondissimes and Ambre Solaire hair care will feature during June and July.

Mason Pearson's new styles include pocket hair brushes (£4.73-£9.17) in a range of colours, and the Universal Medium (£9.03) for very thick and/or long hair.

Morgan's Pomade is to be advertised in the Press throughout this year. **Philips** are backing JetSet gas stylers with advertising in the women's and home interest Press.

Pifco Salton marketing plans this year include taking the Carmen name into the men's grooming sector, and an executive hairdryer for men is a possibility.

Richards and Appleby say their Gem hairspray has been so successful that they are launching a larger size (300ml £0.99).

Sana International are a Swiss company offering premium priced products based on alpine herbs and millet. The range includes Millet shampoo for dry and damaged hair (200ml £4.50); and Millet concentrate, a "treatment lotion" (200ml £9). *Haar Sana (UK) Ltd. Tel: 01 286 9120.*

Smith and Nephew say they are planning a series of promotional offers for their Nivea haircare.

Vestric are relaunching their Vantage range of shampoos and conditioners this Summer, and their gels later in the year.

Warner-Lambert are relaunching Henara shampoos and conditioners. The range has been repackaged and the products available have been revised. Support includes a £2m national television campaign running for 18 months from June.

Colour Story is back on television from May to July, in a campaign covering 80 per cent of the country, and Hi-lights and Lo-lights will be advertised from this month in the cinema and the women's Press, with a £750,000 spend. Other activity includes promotions on Polyfoam perm and Fashion Style, and a competition running in *Just Seventeen* magazine for Poly Papilloten.



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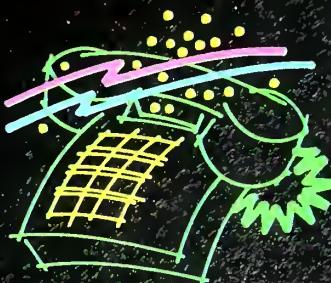
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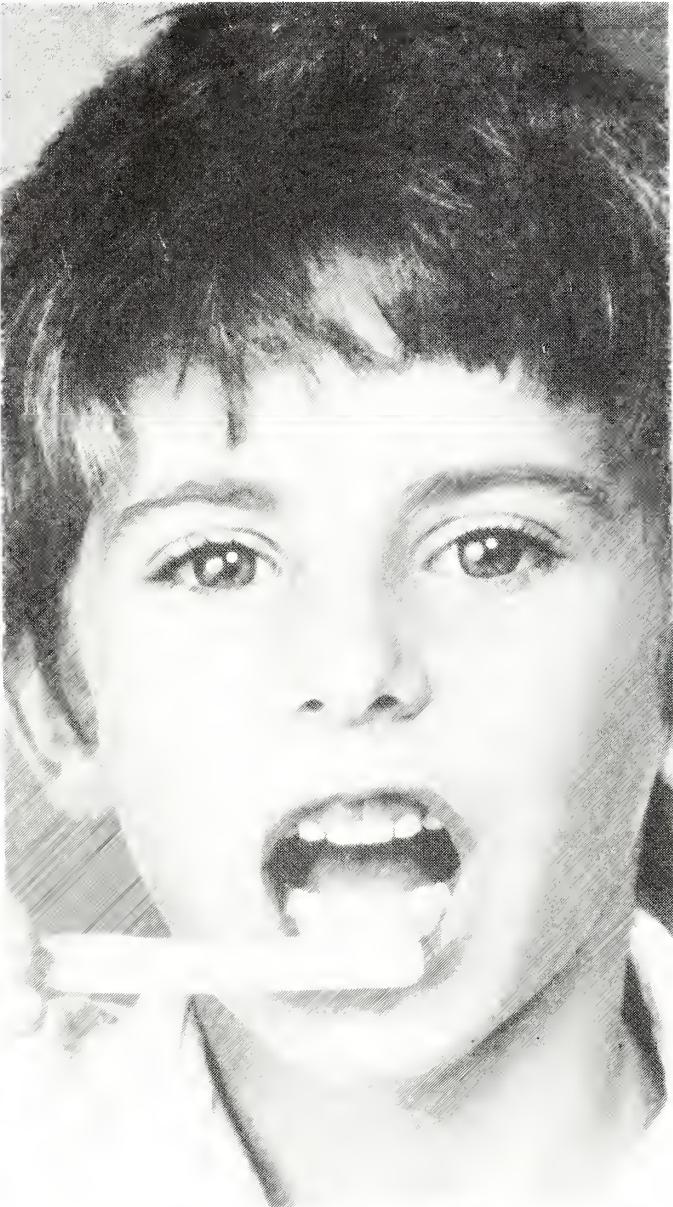
Rinse your mouth out!

While preventative dentistry might be making dentures a thing of the past, the rest of the dental market is ticking over nicely. For chemists it is mouthwashes, with their ethical image, that prove a strong seller. *C&D* looks at the oral care market with help from AGB.

The toothpaste market is worth £109m a year, but sales through pharmacy are low. Because of the margins it is heavily grocery led, with the big multiples taking over half the market. Independent

chemists (ie all except Boots) take only a fifth, but within that there are brands that do very well.

A fifth of independent chemists' sales of toothpaste are accounted for by Sensodyne.



Sensodyne F has also started to show strongly in the past few months. Other specialised brands, such as smokers' toothpastes, take a further 20 per cent of sales. Mentadent P does well with about 10 per cent, which puts it on a par with Colgate Dental Cream. The Crest range (including the tartar control variant) also takes around 10 per cent.

Nationally tartar control brands take 13 per cent of the market. But the sector is not likely to grow unless another brand moves into the area: at present there is only Crest and Colgate.

Colgate is the best selling brand nationally, with the Dental Cream taking 16 per cent of the market and the range in total 21 per cent. Next comes Macleans with 14 per cent, currently doing good business because of its move into pump dispensers.

The various pump packs are now taking 10 per cent of the toothpaste market. Pump packs seem to appeal to children and family users and this is reflected in the brands that are strong in the family bathroom. Children's brands, though, such as Punch & Judy, Maclean's Milk Teeth and Colgate Junior, are failing to make much impact.

Most of the growth in the toothpaste market is coming from price adjustments. Sales are static in volume terms and have been unchanged for some time.

Brushing up

AGB put a value of £35-40m on the toothbrush market, which is fairly flat in both volume and expenditure terms at the moment. Independent chemists have a 14 per cent market share which is holding up well because the growth brands are in the premium sector. Oral B, for instance, takes 20 per cent of sales nationally.

Wisdom is, however, the biggest brand, taking 27 per cent of sales; Sensodyne takes 10 per cent and Reach is coming up strongly with an increasing 7 per cent share. Sales in chemists largely reflect those seen nationally.

Mouthwashes are where chemists do particularly well, as one would expect with the "medicated" connotations of such products. Independents take 30 per cent of the market and Boots a further 25 per cent. Warner-



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TRADE SECTOR SHARES TOTAL INDUSTRY

Total Market (£m's)	2089.3	2208.8	+5	287.5	331.6	359.3	362.2	355.9	464.8	329.2
	%	%		% value						
Total chemists	37.4	37.3	+5	38.6	37.4	37.7	37.0	35.7	38.9	36.5
Drugstores (inc W/Worths)	12.6	12.4	+3	13.3	12.9	12.4	12.6	12.7	11.1	13.1
Multiple grocers	18.6	19.8	+12	21.8	20.1	20.4	20.1	21.0	16.0	22.6
Other grocers	4.8	4.6	+4	5.5	4.7	4.8	5.0	5.0	13.6	5.1
Department stores	9.8	9.9	+7	7.3	8.8	8.6	8.4	9.2	14.2	8.9
Other outlets	16.8	16.0	+1	13.5	16.2	16.2	16.9	16.4	16.2	13.8
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

MARKET AND SECTOR TRENDS — VALUE (CONSUMER EXPENDITURE)

Total Market (£m's)	2089.3	2202.8	+5	287.5	331.6	359.3	362.2	355.9	464.8	329.2
	£m	£m	%	£m						
Cosmetics & skincare	384.5	388.5	+1	51.7	64.2	66.9	56.4	64.7	80.1	56.2
Fragrances	360.1	373.8	+4	33.2	43.9	45.7	53.1	55.3	129.3	46.5
Haircare	417.7	459.9	+10	65.2	72.2	76.7	77.8	78.5	77.3	77.4
Bathroom toiletries	565.0	603.7	+7	76.8	90.1	106.7	110.0	94.6	117.1	85.2
Hard toiletries	193.8	202.6	+4	32.3	33.2	34.7	36.5	33.9	31.5	33.1
Oral care	168.1	174.3	+4	28.3	28.0	28.6	28.3	28.9	29.5	30.9
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

TRADE SECTOR SHARES — TOTAL DEFINED TOILETRIES

Total Market (£m's)	1344.7	1440.5	+7	202.6	223.4	246.7	252.7	235.9	255.4	226.5
	%	%		% value						
Total chemists	35.0	34.6	+6	35.7	34.8	35.5	36.2	34.0	33.5	33.8
Drugstores (inc W/Worths)	15.0	15.6	+11	16.1	16.8	16.3	16.2	16.8	16.4	16.6
Multiple grocers	28.3	29.5	+10	30.4	29.2	28.8	28.3	30.8	28.4	31.7
Other grocers	7.0	6.8	+5	7.3	6.8	6.8	6.8	7.2	6.3	7.3
Department stores	2.5	2.2	-5	1.5	2.1	2.0	2.2	2.0	2.7	2.0
Other outlets	12.2	11.3	-10	9.0	10.3	10.6	10.3	9.2	12.7	8.6
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

TRADE SECTOR SHARES — BATHROOM TOILETRIES

Total Market (£m's)	565.0	603.7	+7	76.8	90.1	106.7	110.0	94.6	117.1	85.2
	%	%		% value						
Total chemists	35.0	35.8	+9	35.9	35.6	36.3	38.4	34.7	35.2	33.7
Drugstores (inc W/Worths)	14.3	13.8	+3	13.6	14.5	13.6	13.3	13.9	13.6	14.3
Multiple grocers	24.6	25.1	+9	28.1	25.2	24.8	23.8	27.3	21.7	29.0
Other grocers	6.0	5.9	-4	6.8	5.9	6.1	5.9	6.3	5.0	6.6
Department stores	3.9	3.6	-3	2.2	3.3	3.1	3.4	3.6	4.6	3.2
Other outlets	16.2	15.8	+5	13.4	15.5	16.1	15.2	14.2	19.9	13.2
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

TRADE SECTOR SHARES — TOTAL HARD TOILETRIES

Total Market (£m's)	193.8	206.6	+4	32.3	33.2	34.7	36.5	33.9	31.5	33.1
	%	%		% value						
Total chemists	37.3	35.8	N/C	38.1	36.9	36.4	36.4	34.2	34.3	37.2
Drugstores (inc W/Worths)	17.4	16.7	-1	16.3	16.6	17.6	16.7	16.8	16.5	16.3
Multiple grocers	33.6	36.1	+12	34.5	36.1	34.3	35.7	36.4	38.6	35.5
Other grocers	7.4	7.5	+5	6.5	6.6	7.5	7.3	8.3	7.1	7.7
Department stores	0.9	0.7	-18	1.0	1.0	0.8	0.8	0.7	0.5	0.5
Other outlets	3.4	3.2	-3	3.5	2.8	3.4	3.1	3.6	3.0	3.0
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

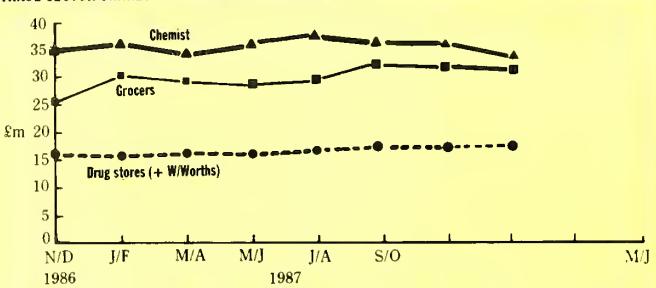
Lambert brands take the lion's share of sales, over half the total volume sold. Listerine has benefitted considerably from a sustained advertising campaign and takes 23 per cent of independent chemist sales. Listermint is also strong with 16 per cent.

However, it is the ethical brands promoted to the dental profession which show through especially strongly in chemists compared to the national picture. Oraldene takes 22 per cent of chemist sales, and Corsodyl 15 per cent. Overall mouthwash sales are growing in pharmacies at a rate of 27 per cent a year, compared to 15 per cent nationally. The message is that chemists have the expertise to exploit what are considered by many to be health related products.

On the grocery side there have been very good figures from Tesco. They are still second behind Sainsbury in the rankings but are growing faster. Asda is also showing some growth. However most purchases are in mass market toiletries.

Interestingly, Tesco has also cut back on private label to encourage growth on the branded side. This is a worrying trend for chemists, who rely heavily on the range and specialised products they can offer to attract customers.

TRADE SECTOR SHARES — TOTAL DEFINED TOILETRIES



TRADE SECTOR SHARES — TOTAL ORAL CARE

Total Market (£m's)	168.1	174.3	+4	28.3	28.0	28.6	28.3	28.9	29.5	30.9
	%	%		% value						
Total chemists	27.3	26.1	-1	26.2	26.7	27.6	26.2	24.8	25.3	26.0
Drugstores (inc W/Worths)	14.6	14.1	N/C	13.6	13.9	13.6	13.6	15.7	14.0	13.8
Multiple grocers	41.7	44.4	+10	43.0	42.7	43.4	44.6	44.2	45.6	45.7
Other grocers	10.8	9.7	-7	10.8	10.6	9.8	9.0	9.9	9.2	9.7
Department stores	0.3	0.3	N/C	0.4	—	0.4	0.3	0.4	0.3	0.3
Other outlets	5.3	5.4	+9	6.4	5.7	5.3	6.2	5.4	5.6	4.5
12 M/E	J/F	J/F	%	J/F	M/A	M/J	J/A	S/O	N/D	J/F
	1987	1988 change		1987						1988

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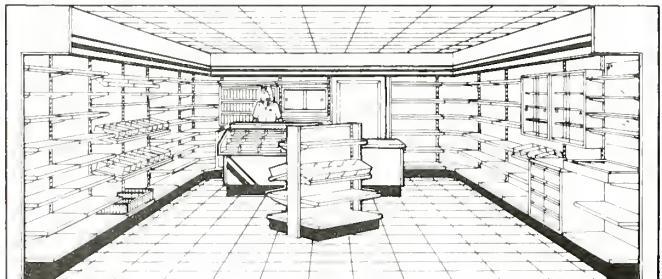
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A prescription for oxygen raises questions for pharmacists considering providing domiciliary oxygen services for the first time

Q&A

QUESTIONS

1. For what conditions would oxygen be used?
2. What equipment should be supplied?
3. Are there any guidelines on flow settings?
4. What endorsements are required?
5. What paperwork is involved?
6. What payments are made for oxygen services?
7. How can you tell if a cylinder is empty?
8. How do you go about getting on the list of oxygen contractors?

ANSWERS

1. Chronic and acute respiratory and circulatory conditions including chronic bronchitis, emphysema, bronchopneumonia, pulmonary oedema and acute asthma.
2. In addition to the oxygen cylinder a control head together with an oxygen mask (28 per cent) with tubing and spanner (collectively the apparatus, headset or set) should be supplied. A stand for the cylinder is optional. A portable cylinder is also now available on FP10. When a patient first receives oxygen therapy the contactor should set up the equipment and demonstrate how it works.
3. The headset belongs to the pharmacy; it is on loan to the patient. A statement to this effect is best attached to prevent return of equipment to another pharmacy at a later date. The family practitioner committee will notify pharmacists if the apparatus should be recovered. Permission to purchase additional sets must be obtained following written application to the FPC.
4. The size (48 cu ft or 1,360 litres) and number of cylinders supplied, name of the headset (eg Air Apparatus and Valve (AAV) or BOC and the date of commencement of the loan. If the prescription is dispensed after 11pm it should be endorsed "dispensed urgently" and "non-resident" if appropriate. All the equipment including the cylinder counts as one item. Each subsequent prescription for oxygen is one item irrespective of the number of cylinders prescribed.
5. Prescriptions for oxygen should be submitted each month to the Pricing Bureau along with other NHS scripts. A green form (FP66) to be signed by the patient or representative to verify delivery should be attached to the relevant prescription. Form FP66a (also green) should be used to list names of patients borrowing oxygen sets that particular month, the number of sets held (both on loan and in the pharmacy) and the number of cylinder stands out on loan. Both forms are obtained from the FPC.
6. The scales of professional fees are set out in Part X of the Drug Tariff. A payment is made for each "set" on loan per month and for each "stand" on loan. Payments are also made for each delivery. Prescriptions for three cylinders or more attract two delivery fees as it is considered that only two cylinders can be expected to be delivered at a time.
7. The amount of oxygen in a cylinder can obviously be ascertained from the gauge on the apparatus head. Occasionally they may be faulty. A simple test can be performed upon receipt: full cylinders "resound" while empty cylinders give a "dull thud" when tapped gently on the ground.
8. Application to provide oxygen therapy services should be made to the FPC. A list of contractors providing domiciliary oxygen services is supplied to all pharmacies and general practitioners in the area.

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PHARMACY ECONOMICS

By Eric Jensen

Money-go-round

Margin is not everything; money tied up in stock must be made to work. Striking the right balance between stock held and stock turn is important in maximising profits from a business.

A recent random check on a dozen pharmacies confirmed that the rate of stock turn varies widely. The turnover of the businesses concerned ranged from around £100,000 to £500,000 a year and the stockturn rate from two-and-a-half to nine times annually.

The stock turns are reached by dividing turnover at cost prices by average stock at cost and they suggest that *some* pharmacies must be holding *some* stock in excess of what is economically justified. Rate of stock turn is one of the indicators used to assess retail management efficiency and its significance in the use of capital can hardly be disregarded.

Stock is unusual in that it is a capital item which is, or should be, continuously being disposed of and replaced. Stock is money and the rate at which money circulates is crucial.

In view of the rapid stock-replenishment service enjoyed by the vast majority of pharmacies there is normally little reason for a stockturn as low as two and a half times a year. Some buyers seem to be almost obsessively influenced by the gross margin rather than by the saleability of products. Obviously there are contrasting problems with OTC and dispensing items, but the basic principles are the same.

The first question is whether a product is in demand or reasonably likely to be, whether it will sell OTC or from the dispensary at an acceptable rate. This acceptable rate will vary from one business to another, and one of the benefits of the National Pharmaceutical Association's inter-firm comparison scheme is that it enables a proprietor to measure his or her performance against that of similar pharmacies.

Only after considering saleability of products should the vital matter of the gross margin be raised.

Pharmacists will naturally accept that certain products are kept as a service even though hard short-term financial considerations would bar them. Long-term goodwill has cash as well as intangible value.

Gross profit can be accurately calculated only if the stock at the beginning and end of any accounting period is accurately valued. It has been suggested that a computer-linked cash register processing sales data makes a physical stock check unnecessary. This could be true if there were no leakages, sinister or accidental. Physical stocktaking helps detect such leakage. And it is useful to make frequent unheralded checks on sections of merchandise.

A basic problem in retail pharmacy is to strike a balance between gross margins and size of stock. In general, high gross margins are associated with low rates of stockturn, and *vice versa*. To obtain maximum discounts it is usually necessary to buy large quantities. When a small order can be placed on a high discount offer it is prudent to ask why.

Gross profit on any item should not be treated merely as a percentage, but as the percentage gross multiplied by the number of turnovers per year.

Some pharmacies with a high turnover can have the benefit of combining bulk-buying and maximum margins with above-average rate of stockturn. But that depends on the capital resources.

Three situations of working capital availability can occur:

1. For a pharmacist short of working capital bulk-buying may result in lack of cash to finance a full product range.

The general rule is simple: bulk buying should be eschewed and the aim should be to maximise sales, to sacrifice gross percentage for turnover. Suppose, for example, that an extra 5 per cent gross can be obtained overall by bulk-buying and that with such buying a total turnover of £150,000 per year could be supported. A gross profit of

£45,000 instead of £37,500 could be made, through a gross of 30 per cent instead of 25 per cent.

But if in the example used a turnover of £200,000 could be achieved at 25 per cent gross there would be £50,000 gross produced instead of £45,000. Customer needs and wants would be more fully catered for and goodwill enhanced. A decision on policy in any circumstances should be taken only after careful market research. If there is no likelihood of adding substantially to turnover by expanding stock then it is normally prudent to settle for the higher gross percentage.

2. A pharmacist with adequate working capital for his business must also look at the market, as there are few who have reached the limit of what they could profitably handle.

The key question is whether the money, or part of the money, invested in stock would be more productively employed elsewhere. A certain minimum stock investment is necessary, but would more profit result from a (say) £5,000 reduction in stock and a part refit?

When balancing extra gross percentages against rate of stockturn we should also bring in the costs of holding stock: these costs are often under-estimated. Above the purchase price of the merchandise (money which would bring in interest if invested elsewhere), we have to allow for the costs of insurance, of valuation, of keeping the articles in clean, merchantable condition, costs of light, heat, etc. These costs are on top of the rent and rates and other property costs the storage space attracts.

There is inevitably a risk in holding stock — it is part of the business risk necessary to earn a profit. Stock deteriorates and goes out of fashion, hoped-for sales might not materialise, price and tax changes could affect profits, favourably or adversely. Legislation, the actions of suppliers and others, can also add to the risks of holding stock.

For many years the tendency has been for stocks to increase in value. The majority of pharmacy proprietors have probably not experienced deflation but have been conditioned to regard inflation as the norm. For those with the capital it can be argued that to hold abnormally high stocks as a hedge against inflation makes good sense.

Those who decide to buy stock in the expectation that it will rise in price should realise they are speculating, not indulging in customary business practice. To speculate adds to risk and can bring heavy loss.

The well-established rule is never to gamble more than can be lost without crippling a business.

There are two more points, often not given full weight, against high stock levels, ie those above what are calculated to produce the optimum profit taking into account gross percentage and rate of stockturn. The first point is that future profits expected from present capital investment must be discounted in line with DCF, or discounted cash flow principles. Normally, and particularly in times of inflation, money *now* is worth more than money in the future. And second, it can be difficult, sometimes impossible, to sell a pharmacy that is grossly overstocked. Many thousands of pounds worth of excess stock could put the price beyond the scope of would-be buyers.

3. A pharmacist with ample capital for his or her pharmacy and *beyond* has more opportunities than those with insufficient or just enough capital for one business. But there are also many more judgments to be made. Risks and returns outside as well as inside the pharmacy have to be assessed, on the "marginal return" principle. Wealth adds to problems and to opportunities!

Eric Jensen, B.Com, MPS, FI Pharm M, M Inst M, is a business consultant, lecturer and author of books on retailing, self development and mental health.

Unichem share deal

On February 24, AAH chairman Bill Pybus wrote to all retail pharmacists advising of certain legal objections to the Unichem share scheme. It is an appropriate time to review the progress of the actions which resulted from these objections which, in Unichem's letter of February 25, were described as "a sand throwing exercise" and by a Unichem representative on television as "a load of cobblers".

1. The promotion of the scheme under the Prevention of Fraud (Investments) Act, 1958:

Unichem claimed that they were exempt from the relevant section of this Act and that the DTI had no objection to the scheme. In fact, the DTI has fully upheld AAH's complaint and forced Unichem to give strict undertakings as to their future conduct. Although Unichem state that their scheme will continue unchanged, it is already noticeable that they have ceased making unsustainable claims about the value of their shares.

2. Taxation implications:

In their letter of February 26, Unichem stated that their scheme had "no unstated taxation implications" yet, within a few days, they admitted in their "Defending the Future" brochure that pharmacists might indeed be liable to further tax charges.

3. DHSS Clawback:

The DHSS and Members of Parliament are alert to the argument that any gains arising from bonus shares linked to purchases represented a disguised discount to Unichem members arising from trading. A request that recipients of bonus shares be notified to the DHSS would be a simple step in imposing clawback.

4. The Competition Act 1980:

It is understood that the Office of Fair Trading is about to announce its decision on an investigation into the scheme. This investigation may encompass a wider inquiry into other aspects of Unichem's trading methods which AAH, and others, consider to be anti-competitive practices. I am fully confident that this investigation will conclude that the Unichem scheme contravenes

The Competition Act 1980 by virtue of its distortion of free market competition.

The Unichem letter of February 26 concluded by stating "subsequent events will prove Unichem's views to be correct". To date, all of the objections raised by AAH have either been upheld, or are still under active consideration. In no instance has Unichem's case been upheld.

In considering the request by the Unichem board to endorse the "Heralding the Next Era" proposal at the forthcoming AGM, member pharmacists should take account of the nature of advice hitherto given by their board.

A.W. Revell
Executive director
AAH Holdings

Going by the calendar?

One can only support "Disillusioned" in his appeal (Letters, April 23) over the unsatisfactory state in which we find ourselves over the inability of the medical profession — maybe for very good reason — to prescribe in stipulated calendar pack sizes. It is particularly apposite that your leader *comment* in the same issue refers to Junior Health Minister Edwina Currie's support for this long overdue standardisation.

However, I do believe that your correspondent is being less than generous in attributing the motivation for splitting calendar to one of gain, either in advertising or in attracting patients. I suspect that a more realistic reason will be found wherever a pharmacist has been publicly rebuked in his pharmacy and accused of swindling the NHS by an irate patient upset at having been given 28 instead of the 30 tablets prescribed.

As a locum, I tend to supply only the exact quantity prescribed in day-marked packs, unless it is with the complete agreement of the patient. The answer is for a standardisation to 1/52 or 1/12 nomenclature for quantities, and for industry to pack accordingly.

K.R.W. Rew
Chepstow

Imports — a drug alert?

I am dismayed to receive an urgent drug alert relating to Greek Diabinese tablets distributed by Pharmaceuticals International Ltd of Wimborne.

While parallel imports have received a bad Press over the years, it is this kind of problem that has fuelled negative attitudes towards the business. With the discount surcharge specifically in respect of parallel import usage, it is clear that the phenomenon is accepted as part of the NHS cost savings.

It is my experience that the principal parallel importing wholesalers offer an excellent service unrivalled by the major domestic wholesalers. Indeed, I well recall receiving a newsletter from a well-known PI supplier, saying they would not market Greek Diabinese in the UK due to the difference in tablet formulation from the UK product.

While I am surprised that companies should need to flout the law by selling unlicensed lines, it is incredible that the authorities allow operations of this kind in both the PI and domestic field.

There are enough companies operating legitimately in all fields of pharmaceutical distribution, ie full-line ethical, parallel imports, generics and surgical to provide an excellent infrastructure throughout the country. There can be no place for operators who, derogate the fine image which the pharmaceutical profession and industry enjoy.

A.A. Allen
Plymouth

Half-effort!

Many thanks for printing my letter conveying my thanks to those who had sponsored me in the Portsmouth half marathon 1988 — not as published in the London marathon. Nice though it would be, I am definitely not fit enough for a full marathon!

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BUSINESS NEWS

DAP deal for AAH

AAH have this week taken over the David Anthony Pharmaceutical Division in a deal expected to be worth £1.5m.

DAP, part of David Anthony Ltd which is owned by the Parkfield Group, is an agency distributor of chemist sundries trading throughout the UK. The purchase will not include Parkfield's photographic distribution outside chemists.

The Division will run from its existing Speke site. Its chairman David Solomon, joins AAH with an extended brief to develop the business.

The amount payed for the goodwill, stocks and assets of DAP will be dependent on its final accounts. But sales for the year 1988-89 are expected to be not less than £8m, say AAH.

Roche rise 15.9%

Hoffman La Roche have boosted their net income for 1987 by 15.9 per cent over the previous year to SFr428m (£167.5m).

Turnover increased by 13.8 per cent from 1986 levels.

Group sales dropped by 1.15 per cent to SFr7.7 billion, probably due to the rise of the Swiss franc against the dollar. However, this appreciation was largely compensated for by the introduction of new innovative products, says the company.

Rocephin was the top-selling Roche drug last year, but Tilcotil, Furtulon, and Anexate were also launched.

Pharmaceutical sales declined by 3 per cent in Swiss terms to SFr3.2 billion, but there was strong volume growth.

First approval for **Fisons Dopacard** treatment for acute heart failure has been given in Belgium.

It will initially be used in Belgium by critical care physicians, and its market launch will be in about 12 months, says Fisons.

Unichem scheme for OFT investigation

Unichem's share allocation scheme is to be investigated by the Office of Fair Trading under the Competition Act 1980.

The announcement was made on Wednesday and brings forward a further issue to be considered a week on Wednesday at the co-op's AGM (see **Business News**, last week,) when Unichem members are asked to vote in favour of the share scheme. Macarthy's chairman Nick Ward says it does not alter his wish to re-enter negotiations with Unichem, following the company's declaration this week that they had received pink forms from 1,050 Unichem members. Unichem's finance director Geoff Harris has said Unichem are both obliged and prepared to negotiate.

The OFT investigation, following a complaint by AAH, will look specifically at whether Unichem's scheme distorts or prevents competition in wholesale pharmaceutical supply.

If the Director General concludes it is anti-competitive the matter can be passed on to the Monopolies and Mergers Commission unless Unichem say they will remove the anti-competitive effects investigated. If an MMC ruling went against the co-op the Secretary of State may prohibit the practice or take action to correct the scheme's adverse effects.

Unichem says its Board remains convinced that the share scheme is not anti-competitive and claim the decision to investigate "was expected in view of the wide debate."

"It is disappointing and a nuisance," says Mr Harris. But he does not anticipate the investigation will affect this scheme or an AGM vote by members in favour of the scheme. "We anticipate a clean bill of health. But if the OFT do rule against us it would not be a retrospective ruling."

AAH's executive director Bill Revell, however, says they "predict that Unichem will be required to abandon its present

scheme". "Mr Dodd anticipated the Director General having no interest in the matter," Mr Revell told **C&D**. "Quite clearly he has been proved wrong again."

AAH are also claiming victory in last week's round of the bid battle when the Department of Trade & Industry ruled against Unichem's current method of promoting the scheme. In response to a question in Parliament, Francis Maude MP said: "After careful consideration on the legal issues I have concluded that Unichem are likely to have breached the provisions of the Act (Prevention of Fraud (Investments) Act 1958) concerning distribution of investor circulars without authorisation or permission. My Department has now obtained strict undertakings from Unichem to comply with relevant statutory provisions in future. (ie the Financial Services Act which came into being last Friday.) In the light of these assurances I have decided not to instigate proceedings.

Unichem confirmed these undertakings had been given (see **Business News**, last week). And they see the scheme continuing unchanged; the advertisements, altering marginally in that they will be issued on their behalf by the advisors Phillips & Drew. Geoff Harris said the projected value of shares "on flotation" could still be declared.

□ As Macarthy plan to re-enter negotiations with Unichem, price is likely to major in any discussion. It is one of the subjects in a report from Flemings Research out this week, written for potential investors in Macarthy. The brokers, who previously supported Macarthy's initial £65m bid price for Unichem say they found all of the 20 "leading investing institutions" they questioned in a straw poll would be unwilling to buy shares in Unichem at a price which values the company at £100m. A valuation of between £62.4m and £78m is suggested.

Investment hits Nurdin & Peacock

Cash and carry wholesaler Nurdin & Peacock reported pre-tax profits up £0.2m to £17.8m for the year ending January 2, on sales up from £839.3m to £904m.

The group's chairman Michael Peacock said results were affected by heavy investment, bad weather and a lack of duty increase in 1987's Budget which hit sales and increased costs. But an extra 280,000 sq ft of selling space was added last year, the own label range extended and money directed into new computer systems.

Only Connect....

The National Chamber of Trade has supported the Retail Consortium in its protest against Barclays and Lloyds issuing their debit cards through VISA. Unlike the new Switch card being introduced by Nat West, Midland and The Royal Bank of Scotland, the VISA system is seen as anti-competitive (**C&D** April 2, p646).

Retailers have called on the Office of Fair Trading to prevent the issue of debit cards through VISA until it is satisfied that it is as competitive as cheque clearing.

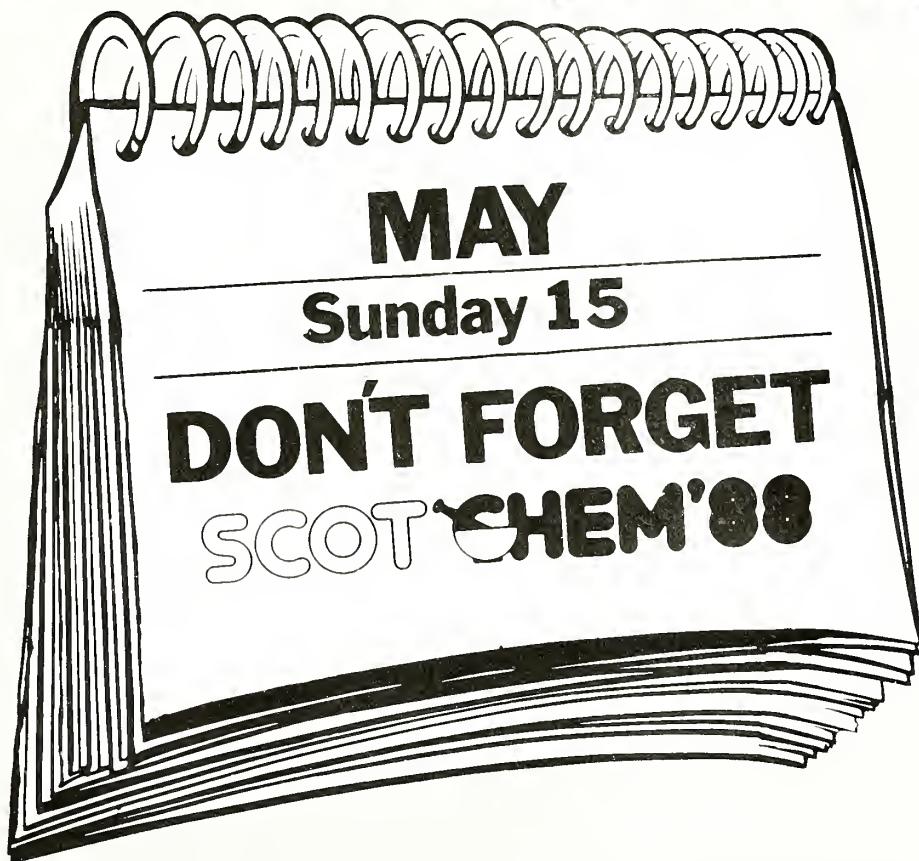
"After all, debit cards are much more like cheques than credit cards and should be treated as such," says NCT executive secretary, Alwyn Stubbs.

Director general, Bernard Tennant says: "Retailers should consider carefully whether it is in their financial interest to accept debit cards at Connect rates. In many cases the charges significantly exceed cheque costs, even allowing for the guarantee of payment above £50."

The NCT news sheet points out that in most European countries the banks do not charge for cheques. In Denmark banks even pay the retailers if they promote the service.

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Moss Chemists grow to 75

The 75th Moss Chemist outlet has been opened in Croydon, marking a period of growth for the group.

The chain has increased in size from 50 outlets in the South East to 75 nationwide since 1986, all of these opened as brand new units. The latest one, within the Asda complex in Croydon has installed a counselling area. The 76th will be opening at Bedford's Tesco at the end of June.

APTS shop more thieves

Shop theft figures fell last year by some 7 per cent — the average annual increase is usually 4 per cent — according to the Association for the Prevention of Theft in Shops (APTS).

Director Baroness Phillips says she has noticed a greater awareness of the problem of theft and the violence associated with it, and "an increasing determination to do something about it".

The demand for the Association's speakers at seminars and conferences has "grown enormously" and nationwide anti-theft campaigns have been run during the year.

Unichem help members fight multiples

Merchandising assistance and range recommendations are just two of the new free services Unichem will be offering their members as part of improved sales and marketing services from their restructured sales division.

General sales manager Tony Foreman, ex-Duracell, sums up the move as "giving our members the same facilities as the big guys" Independents want to be able to compete with the multiples, he says.

Unichem are developing their merchandising skills in conjunction with a number of major companies with particular expertise over areas of chemist business. A first trial in three member pharmacies, with Colgate, involves the merchandising of oral hygiene products. After a three month control period, Colgate merchandising staff move in, and sales are then re-measured over a further three months. Recommended layouts can then be produced and, using a computer program called Spacemax, these can be converted to create suggested displays in pharmacies of any size or shape.

Similar trials will be done for other areas of chemist business, and Mr Foreman hopes to be able

to build up a merchandising picture, through Spacemax, for all products by the end of the year. And the eventual setting up of a Unichem force of merchandising experts is a possibility.

On the promotional side, Unichem hope to create more from their own label business, and are looking to do "Unichem exclusive" promotions on branded lines. Mr Foreman says that exclusives are already in the pipeline with companies like Alberto, Kodak and Johnson and Johnson. He explains that while wholesalers traditionally have a list of monthly specials, these "exclusives" are aimed at stores winning business from other stores in the High Street.

Mr Foreman says Unichem are "moving upmarket" in terms of support for own brand. "We are trying to create a brand image, through the arrow, by treating our products as a big manufacturing company would." The Unichem cartoon baby was one example of the process — carrying the baby through on to POS material helped create the image of a brand, rather than own label.

Two key appointments within the restructured sales division point the way to its future development. Bob Scott, formerly sales administration manager, becomes trade marketing manager responsible for the co-ordination of promotions and merchandising for members. And David Farrow, another ex-Duracell man, becomes sales development manager, with responsibility for setting up a new computerised system to monitor product distribution and provide the 26-strong salesforce with market research support.

"Celatose plc was first on the shelves with superabsorbent and we intend to keep our private label customers ahead of the major brand wherever possible," he says.

Celatose, who claim market leadership among private label manufacturers, this week announced the launch of an Ultra version of their "niche marketed" Sofline brand (*Counterpoints* p866). Mr Wilkins heads the new team, with sales and marketing controller Ewan Axford, product manager Tony Ducas, national account managers Vince Coates and Alan Sharratt, sales support manager Brian Caselley, quality audit manager Denise Phillips and marketing assistant Margaret Dawe.

EVENTS

Inside the history jars

The British Society for the history of pharmacy is holding a meeting on apothecary jars on May 18, at 7pm, at the PSGB headquarters, 1 Lambeth High Street, London SE1.

The meeting is entitled "700 years of drug jars. The apothecary's vessel 1150-1850". Speakers will be Miss K. Arnold-Foster and Mr R. Drey.

Coffee and biscuits will be served from 6.30pm. Further details from Dr L. Howden, professional secretary, BSHP. Tel: 031 556 4386.

Coming events

Monday, May 9

Plymouth Branch, Pharmaceutical Society, the Board Room, Derriford Hospital, at 8pm. Dr Nicholls (School of Pharmacy, Wales) speaks on "Drugs in the perinatal period".

Thursday, May 12

Bradford Branch, National Pharmaceutical Association, the Victoria Hotel, Bridge Street, Bradford, at 8pm. Mr Michael Brining, financial executive, PSNC talks on finance.

Celatose's new structure

Disposable nappy manufacturers Celatose have completed a restructuring of their sales and marketing department.

Director Arthur Wilkins explains that the main objective was to strengthen the company's commitment to service, innovation and development.

United Kingdom Clinical Pharmacy Association. Clinical pharmacy induction course from July 8-10, at Langworthy College, University of York. The course is aimed at hospital pharmacists and will provide instruction in recognising and discussing medication problems. Fees are £85, UKCPA members, £100 non-members, closing date for applications June 17. Details from Dr Roger Walker, School of Pharmacy, Sunderland Polytechnic, Sunderland.

Young Pharmacists' Group. West Midlands regional conference on May 15, at Aston University, Birmingham. Mr Garth Newberry, 18, St Johns, Worcester WR2 5AH.

Lord Plumb, president of the European Parliament, opens a £1m extension to the G.R. Lane Health Products factory in Gloucester. Welcoming him are chairman of G.R. Lane Health Products, Roger Lane (centre) and his sister Helen Lane

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DURACELL BATTERIES		DR WHITES	
MN1500 4's	85p each	Size 1 10's 1x24	£12.99
MN1400 2's	90p each	Size 2 10's 1x24	£13.99
TUDOR FILMS (EXPIRY JAN '89)		Size 3 10's 1x24	£16.99
110/24 1x10	£7.80	SUNSILK HAIRSPRAY	
135/24 1x10	£7.80	200ml 25ml extra 1x12 £7.20	
COLOURCARE FILMS		HARMONY HAIRSPRAY	
135/24 1x10	£7.50	200ml 25ml extra 1x12 £7.20	
POLAROID FILMS		ELNETT HAIRSPRAY	
600 single each	£5.25	450ml + std 75ml free 1x6 £11.99	
SX70 single each	£5.25	RECITAL HAIR COLOUR	
IMAGE single each	£5.25	1x3 £4.29	
GILLETTE		NICE 'N' EASY HAIR COLOUR	
Contour Blades 5's	1x20 £13.99	1x3 £3.99	
BIC ORIGINAL		TIMOTEI SHAMPOO	
Disposable 5's	1x40 £8.99	200ml 1x12 £6.60	
WILKINSON BLADES		IMPULSE (IMPORTED)	
Double Edge 5'sx20 pillarpack	£4.99	Musk 75ml each 65p	
SURE DEODORANT		Inspiration 75ml each 65p	
150ml + 25ml extra 1x12 (five variants)	£8.99		

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ABOUT PEOPLE

It shouldn't happen to a pharmacist

James Herriot did it for vets — now London pharmacist Karen Ginsbury plans to spill the beans on the light-hearted side of pharmacy, in "a book of tales from the dispensary".

"As a relatively recent pharmacy graduate, I am interested in furthering the image of the pharmacist in the eyes of the public. It is my belief that the average layman has no conception of the education and training which a pharmacist receives, and I think many people regard a retail pharmacist as a businessman, first

and foremost", explains Karen. "So I would like to attempt to enlighten our customers, in a light-hearted but positive manner, about a pharmacist's work," she says.

Karen already has several stories she collected with the book in mind, but is appealing to *C&D* readers for amusing, entertaining and diverting tales from their service in retail pharmacy.

All contributions (to be fully acknowledged in the book) should be sent to: 47 Danescroft, Brent Street, London NW4 2QH.



Unichem has "fixed it" for patients with spinal injuries with the donation of a low-air loss bed to Stoke Mandeville Hospital. The bed, costing around £10,000 and designed to relieve pressure sores, was presented by Peter Dodd, Unichem chief executive, to television personality Jimmy Saville and Sister Clarke. It was purchased with money raised through the "Golden Prospects" promotion; a percentage of the value of the prizes claimed through the promotion by Unichem members is used to buy the bed. Further donations to the Centre are planned for later in the year.

Postscript

Giant home builders, Leech, have found themselves lacking in their own back yard. A local builder, Wilf Gill, is about to complete what he believes is Britain's only "leech shed".

After years of neglect the unique listed building on the banks of the Bedale beck in North Yorkshire is finally being restored to its former glory. The building was once used to breed and store leeches by 18th century apothecaries.

Backed by Bedale Heritage Trust, Mr Gill is using traditional methods to dismantle and re-build the derelict building. "We are even going as far as mixing horse hair in the internal plaster," says Mr Gill. "Something builders haven't done for years."

When complete the shed will be open to the public...leeches and all!

YTS trainees get hands-on experience at a computer course run by the NPA for pharmacy assistants at its headquarters last month (above). Kim Malloney (inset) takes a break and wields the chairman's gavel



DEATH

Ackers: Mr Stanley Ackers of Swanscombe, Kent died peacefully at home on April 28, aged 79. He was working up until the day before he died. Mr Ackers had been in Swanscombe for 53 years and at one stage owned three shops. He was an active member of the Medway branch of the Society. He was a superintendent in the St John Ambulance Brigade and had received a number of awards for his service.

APPOINTMENTS

Thorn Security Rhonda Whalen has been appointed to market electronic article surveillance systems to chemist outlets.

Revlon Kenneth Green has been made chairman and president of Revlon Europe and Middle East. President Hans Bryers has resigned from the company "to seek new challenges".

Calvin Klein Cosmetics Corporation: Lynn Bonson has been appointed general manager of the UK branch, from June 1. She will oversee all distribution and sales activities.

BDC electrical distributors now accept Visa/Barclaycard and company Barclaycard for payment of goods.

Colourcare International: Martin O'Brien has been appointed laboratory manager at the company's Livingston photoprocessing laboratory which has recently received a £1.5m investment in facilities and staffing.

Paul Murray Ltd Barry Haywood has been appointed key accounts manager from May 1.



UPJOHN INTRODUCES THE FIRST PRESCRIPTION MEDICATION PROVEN EFFECTIVE FOR PATTERN BALDNESS IN MALES

Clinical studies with Regaine Topical Solution 2% (minoxidil) were conducted in 27 centres across the United States and involved more than 2,300 patients. Regaine is the first product shown to be effective in the treatment of male pattern baldness (alopecia androgenetica).



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- Developed and manufactured under exacting quality control standards by The Upjohn Company, originators of minoxidil

NEW **Regaine**TM TOPICAL SOLUTION 2% (minoxidil)

▼ Regaine Topical Solution 2% Minoxidil 20mg/ml. Presentation Clear, colourless to light yellow liquid for topical application. **Uses** Regaine is indicated for the treatment of pattern baldness in males (alopecia androgenetica). **Dosage and administration** Apply 1ml twice daily to the centre of the affected area of the scalp. The total daily dose should not exceed 2ml. The method of application varies according to the disposable applicator used. In all cases the hair and scalp should be thoroughly dry, and the Regaine solution allowed to dry without the use of a hairdryer. Twice daily application for 4 months or more may be required before evidence of hair growth stimulation can be expected. Onset and degree may be variable. Relapse to pre-treatment appearance following discontinuation of medication has been anecdotally reported to occur within 3-4 months. Patients should discontinue treatment if there is no improvement after one year. **Contra-indications, warnings, etc.** **Contra-indications:** Hypersensitivity to any of the components of the preparation. **Warnings:** Regaine is for external use only. Use only as directed. Do not apply to areas of the body other than the scalp. Use of Regaine results in slight absorption (an average of 1.4% of the applied topical dose) of minoxidil from the skin and the potential for systemic effects should be considered. The most frequently reported adverse effects have been minor dermatological reactions. **Precautions:** Patients with hypertension should be monitored closely when treated with Regaine. Regaine contains an alcohol base which will cause burning and irritation to the eye. The safety and effectiveness of Regaine in patients under 18 or over 65 has not been established. As for other topical preparations, concomitant damage or disease of the skin may lead to increased absorption of minoxidil. Regaine should not be used in conjunction with other topical agents. **Legal Category** P.O.M. **Package quantities** Bottles of 60ml with one or more of the following disposable applicators: pump spray, extended tip, or rub-on assemblies. **Product licence number** PL0032/0136. Upjohn Limited, Fleming Way, Crawley, West Sussex. **Date of preparation** 2/88. **Trademark** Regaine. **Pricing information** List price £20.00.

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